



ABY™
Spinning Excellence Since 1969

ABY™ NEWSLETTER VOL 20 | 2023

ABY CONSCIOUS FASHION

Fashion Developments
with a Purpose

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FOR SOLIDARITY



ABY™ Manufacturing Plants :



INDONESIA
PT. Elegant Textile Industry
PT. Indo Liberty Textiles
PT. Sunrise Bumi Textiles



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Indo Thai Synthetics Co. Ltd



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MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Dear Readers,

Trust you are all doing well. I once again thank all those who have been constantly sharing their valuable feedback on our previously published newsletters. It gives me pleasure to share with you all the latest and 3rd edition of our Quarterly Newsletter, **Conscious Fashion**.

First, our deepest condolences and sympathies to all those impacted with the massive earthquake in Turkey and Syria. To make a meaningful impact and express our solidarity, we as a part of Aditya Birla group, extended our hands to contribute significantly to the relief operation and we stand firm with the people of Turkey.

In this edition of Conscious Fashion, we are highlighting some of our key product offerings relevant for the season of Spring Summer '24. We are getting consistent appreciation and acceptance of these products by global brands and their value chain partners.

To start with, we wanted to talk about the collection of our yarns made with the latest generation **Liva Reviva Viscose** fiber which is the eco-enhanced version of our Sustainable Viscose products and is made using 30% recycled content. Liva Reviva Viscose is one of its kind and truly exemplifies the principles of Circular Economy.

Another very interesting product range is **ABY NovCel & ABY NovCel Renew**, which are a result of our collaborative partnership with Eastman Chemical Company, USA. These NovCel yarns are made using **Naia™ / Naia Renew™** fiber which are truly Sustainable, Circular and have low pilling with enhanced drying attributes. These attributes make our NovCel yarns the perfect choice for Spring/Summer clothing by ensuring comfort to the body along with the soft touch of natural cellulose.

ABY Excel lyocell yarns are known not only for their soft touch and superior strength but also for their cool and comfortable touch to the body along with being manufactured in a Sustainable closed-loop process. These unique features make Excel yarns an apt choice to complete your Spring-Summer collection for garments & sheetings.

Last but not the least, is our product of **ABY 37.5® Poly** which is again another result of our collaborative partnership with Cocona Labs, USA. ABY 37.5® yarns exhibit a unique thermoregulation property which maintains body temperature & humidity, which makes this product a stand-alone option for your Active/Sportswear needs.

I am also happy to share that as Turkey is getting back to normalcy, we will participate in the previously postponed Istanbul Yarn Fair on new show dates 1st to 3rd of June, 2023 and we hope to see you in our booth at TUYAP Fair Convention and Congress Exhibition Centre at Istanbul, Turkey.

I also wish to proudly share a new milestone for ABY. In our flagship Indonesian production unit, **PT Elegant Textile Industry**, we have successfully achieved the landmark of using **100% Renewable Energy** to meet all our power needs. This is a step towards our Group's goals of becoming a net carbon-neutral organization, reduce our carbon footprint and ensure responsible manufacturing practices for a greener world.

Thank you once again for being a continuous business partner. I am sure **Conscious Fashion** will further strengthen our association together and make it more engaging. Lastly, I hope you had joyous Holi celebrations with your family and I further wish you all and your loved ones a Happy Idul Fithri, Happy Easter and Happy Passover.

Thank you.
Warm Regards,
Anupam Dikshit
Chief Marketing Officer
Aditya Birla Yarn (ABY™)



ABY™ LIVA REVIVA

Our latest variant of Liva Reviva is the eco-enhanced version of Sustainable and Truly circular Viscose based products. The new Liva Reviva yarn is one of its kind and is made using consciously fashionable viscose fibre of which 30% is Recycled content of pre-consumer fabric residue and 70% is Sustainable Wool pulp based viscose.

Liva Reviva is RCS (Recycled Claim Standard) certified and our assurance to our customers who wants to create a positive impact with our products that promise Transparency, Traceability & Technology.

Fabric and garments made with ABY™ Liva Reviva yarns feel better when you wear them and ensures your commitment towards better environment.

FEATURES

- Sourced By 100% Sustainability Forestry
- Low Water Consumption
- Low Green House Gas Emissions
- Biodegradable
- Traceability of Source Through Block Chain
- RCS Certified

APPLICATION

- Apparel Woven & Knits
- Fashion
- Athleisure Wear
- Loungewear



PRODUCT RANGE

Composition

Count Range

Liva Reviva 100%

10s-40s

Blends of Liva Reviva & Recycled Polyester

10s-40s

Blends of Liva Reviva & Linen

10s-40s



FEATURES

- Supreme Softness
- Inherent Moisture Management
- Reduce Pilling

APPLICATION

- Fashion Wear
- Casual Wear
- Uniform
- Socks
- Yoga Wear
- Sports Wear

ABY™ NOVCEL

ABY™ NovCel yarn is yet another value added creation and is based on the novel technology yarn powered by Naia™. These latest technology yarns are composed of Naia cellulosic fibre blended with fibres like Polyester or Modal. ABY™ NovCel showcases our commitment towards innovation and building a sustainable Fashion industry. Products made with NovCel yarns exhibit supremely soft and smooth handle.

This fibre is responsibly sourced from sustainably managed forest and designed to ensure the lowest possible environmental impact. It is produced in a nearly closed-loop process in which all solvents and waste are recycled and reused.

ABY™ NOVCEL RENEW

ABY™ NovCel Renew is yet another Sustainable innovation made using Naia Renew fibre by Eastman Chemical Company. Naia Renew is a sustainable cellulosic diacetate fibre which is sourced 60% from sustainable Wood Pulp and 40% from certified recycled waste plastic/poly.

Naia Renew recycled content is achieved by allocation of recycled plastics through mass-balance accounting

PRODUCT RANGE

Composition

Count Range

Recycled Poly blends of NovCel

10s-40s

Modal blends of NovCel

10s-40s

Eco Poly blends of NovCel

10s-40s

Excel blends of NovCel

10s-40s

ABY™ BIRLA EXCEL

Birla Excel is a revolution in fashion. A fibre that is truly eco-friendly, Birla Excel is made from a unique closed-loop process where the byproducts are completely reused, thereby minimizing discharge and reducing environmental impact. Designers swear by this resilient, wash & wear fabric as it imparts wonderful lustre, drape and softness. Its unique propensity to fibrillate can be controlled or accentuated for aesthetic versatility.



FEATURES

- Strongest Cellulose Fabric
- Wrinkle Recovery
- Skin Friendly
- High Resistance to Wash Damage
- High Dimensional Stability

APPLICATION

- Woven and Knitted Apparel
- Activewear
- Fashion

PRODUCT RANGE

Composition

Count Range

100% Excel

10s-30s

Excel Blends with Bamboo

10s-30s

Excel Blends with Recycle Poly

10s-30s

Excel Blends with Modal

10s-30s

ABY™ 37.5®

37.5 Technology is dynamic thermoregulation technology that triggers off of humidity and helps keep your body at the ideal body temperature of 37.5 degree celsius. The ABY™ 37.5® technology yarns contain active particles embedded into polymer which use body energy to optimize comfort and performance through thermal regulation in order to maintain relative humidity next to skin. 37.5 Active Particles attract moisture (Sweat vapour) and move it away from the skin. These hypoallergenic particles are formed from naturally occurring volcanic minerals or activated carbon from coconut shells.

Minimum 25% of this fibre is required in final fabric to ensure a minimum level of performance and can be changed depending upon the weight of fabric, application and level of performance required.

37.5® yarns also include an additive that Enhances the ability of microorganisms in the soil to break down synthetic fibers. This additive is permanently embedded to allow microorganism to penetrate the fiber as they consume it. It speeds up the natural degradation process in landfills, but not during use or storage.



FEATURES

- Thermoregulation Technology
- Traps Odour
- Ensures Comfort

APPLICATION

- Sports Wear
- Active Wear
- Athleisure Wear
- Woven Apparel
- Denim
- Footwear Fabrics

PRODUCT RANGE

Composition

Recycled Poly blends with minimum 25% of 37.5 poly

Modal / Excel / Liva Eco blends with minimum 25% of 37.5 poly

Count Range

20s-40s

20s-40s



ADITYA BIRLA YARN FOR SOLIDARITY

TURKIYE, March 8th, 2023



AT ABY WE ARE COMMITTED

to our social responsibility and in an effort to express our solidarity to Turkey and its people, we tried our best to contribute and aid in the best possible manner.

We hope that our small gesture to contribute will create a meaningful impact in the lives of impacted people