

Brand Communication at Heimtextil Frankfurt

Brand Objective

Introducing the new range of fibre innovations from Birla Cellulose, and highlighting their values for home textile applications

Communication approach

Owning a very high platform of the ultimate sensorial experience rendered by our exotic fibres

Hence the Proposition:

*Nature's
Exotica*

Indulge your senses

Rendering the theme into each of the three fibres:

Forever Fresh
Antibacterial Fibres for
germ free living

Soothing Perfumed
Fibres for Relaxed
Feel

Lustrous Birla Excel
with everlasting
richness

 **Birla Cellulose**

*Nature's
Exotics*

*Antibacterial
Fibres*



ares

Indulge
your
senses

- Essential Oil
- Essential Oil
- Essential Oil
- Essential Oil
- Essential Oil
- Essential Oil



Birla Cellulose

*Nature's
Exotica*

*Antibacterial
Fibres*

*Indulge
your
senses*

*Immerse Your
Senses in
Natural
Fibres*

*Soaking
Natural
Fibres*

*Drinking
Natural
Fibres*

*Using
Natural
Fibres*

*Wearing
Natural
Fibres*

*Feeling
Natural
Fibres*

*Enjoying
Natural
Fibres*

*Living
Natural
Fibres*

*Love
Natural
Fibres*

*Be
Natural
Fibres*

*Be
Natural
Fibres*



res



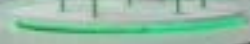
Nature's
Exotica

Indulge
your senses

Your face
Antibacterial
Fibres

Smoothing
Perfumed
Fibres

Control
Bleed
Elast





Followed Fibra



Soothing
Perfumed
Fibres
for relaxed
feel.



Nature's Exotica

Indulge your senses

Ultra-Soft Antibacterial Fibres

Soothing Perfumed Fibres

Luxury Birla Excel

Antibacterial Fibres

99% CONSUMERS EXPERIENCED FREEDOM FROM SKIN IRRITATIONS AND RASHES



TEESA

Delta
Excel

Softening
Performed
Fibres
for enhanced
feel

Experience
Delta Excel
with your hands
and eyes





 **Birla Cellulose**

*Nature's
Exotica*

Durable
Soft
Eco-friendly
Lightweight
Breathable



 Wood Chip
Wood Pulp
Paper



Birla Cellulose

Nature's Exotica

Andate
your senses

res

For
Antibacterial
Fibres

Softing
Perfumed
Fibres

Lastros
Biria
Excel





*Perfumed
Fibres*

93% CONSUMERS
SLEPT BETTER WITH
A SOOTHING
RELAXING
AROMA



A large scenic backdrop on the right side of the booth, depicting a lush green forest and a body of water. In front of the backdrop is a white metal shelving unit with four levels, displaying various colorful fabric samples and small product items.

