

Birlas' cellulosic fibres application highlighted

A rare participant at TEXFAIR, a machinery fair, was the Textile Research & Application Development Centre (TRADC), a unit of Grasim industries Ltd. Says Mr Pranay Sabat of the Processing Division of TRADC, located at Bharuch: "Though the fair was mostly consisting machinery manufacturers, it was very interesting to participate in it. It was a common meeting ground of all the eminent players of textiles. A good mass of visitors visited our stall with many curiosities. Our stall was meant to educate the people about the new possible blends with better functionality and cost effectiveness pertaining to the rise in cotton prices. It was a very good feeling educating the mass about the fibre, their properties and various technicalities in processing of different fibres."

Birla Cellulose is the Aditya Birla Group's umbrella brand for its range of cellulosic fibres. It comprises versatile sub-brands; Birla Viscose, Birla Viscose Plus, Birla Modal, and Birla Excel.

These brands offer a wide range of functional benefits such as soft feel, high moisture absorbency, biodegradability and comfort to the wearer. These fibres have multiple applications including apparel, home textiles, dress material, knitwear, nonwoven, etc.

Fibre is one of the oldest businesses of the Aditya Birla Group that commenced in 1954. Birla Cellulose is a world leader in viscose staple fibre (VSF).

Its production is spread across six countries, viz, Canada, Thailand, India, Indonesia, China and Laos. The Group independently fulfills India's entire VSF requirements.

With a strong focus on Research and Development (R&D), the Group's R&D initiatives span the entire value chain.

- ◆ Grasim Forest Research Institute — pulp to plantation research
- ◆ Birla Research Institute for Applied Sciences — pulp to fibre research
- ◆ Textile Research & Application Development Centre (TRADC) — value chain from fibre to garment/made ups.

TRADC

Innovation is the key to the future; Invention the key to success. This thought process led to the Textile



Research and Development Center (TRADC).

TRADC matches a varied set of objectives from producing new fibres to providing research facilities and solution to the value chain partners. It is a one step solution provider carrying out the following business activities.

1. Proactive collections: It develops innovative yarns and fabrics for showcasing the versatility of Birla Cellulosic Fibres.

2. Product Perfection and Technology Transfer (PPTT): TRADC carries out recipe formulation for innovative fabric designs and thereafter the product and process technology know-how is transferred to the textile value chain.

3. Reactive orders from customers: It facilitates bulk order fructification by routinely manufacturing mid bulk fabric and yarn quantities based on customer orders.

4. New fibre development and feedback: Fibre innovations like Birla Modal, Birla Excel and Flame Retardant etc, are intrinsically studied for the benefits till garment and made-up stage, and feedback given to plants.

5. Tests, evaluation and solution services: The centre offers in-depth testing analysis, evaluations and inferences based on logical reasoning and demonstrations.

6. Research projects and training services: TRADC provides technical projects and training services for academics for updating and upgrading skills.

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