



ADITYA BIRLA GROUP



Birla Cellulose
Fibres from nature



STRENGTH AND VERSATILITY IN EVERY FIBRE

Birla Excel™ is branded lyocell fibre from Birla Cellulose. Birla Excel™ fibres have incredible wicking capabilities, offering premium smoothness and bouncy feel to the fabric. These fibres are ethically derived from natural renewable source through a closed loop process, making them the most sustainable fibres.



Birla Excel™

Advantages



Natural
Renewable
Source



Responsibly
Produced



Resilient



Bouncy
Feel

Consumer Essential

Durability

Birla Excel fabric has a high degree of resistance to deterioration, usually noticed with strong detergents during washing cycles. The high strength, unique cross section and structure make Birla Excel fabrics to appear fresh even after repeated washes.

Moisture Management

The moisture regain of Birla Excel is 13% and it transports moisture effectively. It therefore, gives a high degree of comfort and is pleasing in touch and feel.

Strength

Birla Excel has by far the best strength amongst fibres with a natural cellulose origin. This has made cellulosic fibres suitable for applications of higher durability.

Comfort

Better hand value as shown in consumer tests and Kawabawa evaluation.

Wrinkle Recovery

Tested wrinkle recoverable properties which keeps you presentable all day.

Safe & Sustainable

- Ethically derived from natural renewable resources.
- Closed loop production process.
- These fibres are USDA Certified Biobased and STANDARD 100 by OEKO-TEX®.

How Birla Excel Delivers



www.birlacellulose.com

India | Bangladesh | China | Indonesia | Thailand | U.S.A | Turkey

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