

Pilbloc® and Amicor® to be Promoted at IITF

Birlacryl® looks forward to reach out to the masses through this mega event

Pilbloc® is a premium brand of next generation anti-pill fibers. Pilbloc® fibers has been developed using a special technique to prevent "pilling" over repeated usage. These fibers have been engineered to have a sustainable anti-pilling performance throughout the life-time of a garment. Garments made with Pilbloc® have a soft feel and easy care benefits. Brilliant colors and shades and excellent color fastness make Pilbloc® a perfect fiber for Fashion Apparels. Pilbloc® fibers provide a clean and smart look to sweaters even after repeated use making these especially suitable for School Sweaters.



School Sweaters with Pilbloc®
for Clean and Smart Look



Pilbloc® and Amicor® brands from the Acrylic Fibre Business of Aditya Birla Group will be promoted at India International Trade Fair (IITF) 2011. The event is being organized during 14th-27th Nov at Pragati Maidan, New Delhi. With more than 7500 exhibitors and over one million visitors attending the show, it is the largest integrated trade fair in India which attracts both business visitors and consumers. IITF has evolved its unique character as an iconic national event.

At IITF 2011, a range of concept garments with Pilbloc® will be displayed. The collection will include garments made with different types of blends with Pilbloc® - fashion wear for men, women and children; school

uniform sweaters for students; very soft "cashmere feel" sweaters for young children and ladies wear, "silky" garments to mention a few. The range of applications where Pilbloc® is suitable includes Sweaters, T-Shirts, Mufflers, Stoles, Throws, Caps, Woven and Knitted Jackets, Overcoats and others.

Amicor® brand of fibers, originally developed by Acordis, UK, have unique anti-bacterial, anti-fungal functionality. Amicor® fibers find excellent application in apparels, beds and beddings, innerwear, socks, denims, towels, hospital beddings and uniforms, medical bandages, carpets and several other applications. Amicor® fibers when used in products provide a fresh, anti-odor and anti-allergic property which is durable up to 200 washing cycles. Amicor® fibers have successfully penetrated the Indian market by launching products with Amicor® with major brands and manufacturers - anti-odor socks with Van Heusen® and anti-allergic, fresh mattresses and pillows with Coirfoam (India). Anti-odor ladies innerwear with Amicor® from Groversons® shall be displayed and promoted during the fair. This product will be launched shortly in the Indian market by Groversons®.

Amit Dayal (Head - Marketing, Acrylic Fibre Business), Pushpendra Nigam (Sales Head - India) and Sayan Sengupta (Product Manager - Amicor®) shall be present during the event to meet the visitors and explain the key attributes and applications of Pilbloc® and Amicor® brands of unique fibers. Their presence would re-iterate their Group's commitment to deliver the best to the customers.