

## NEW LAUNCH

# Launch of Pilbloc and Radianza Set to Sway International Istanbul Yarn Fair in April

Pilbloc® and Radianza® brands from the Acrylic Fibre Business of Aditya Birla Group will be launched in Turkey at 9th International Istanbul Yarn Fair (IIYF) 2012. The event is being organized during 21st - 24th April at Tüyap Fair Convention and Congress Center in Istanbul Turkey. Over 450 exhibitors and representatives from more than 30 countries make International Istanbul Yarn Fair the biggest platform for textile fibers and yarns in Turkey. Birlacril® will launch its range of specialty brands Pilbloc® and Radianza®. An entire range of concept garments with these fibers will be exhibited at the event.



*Soft Feel, New Look with Pilbloc*

Pilbloc® imparts softness and unique hand-feel in garments. It resists pilling over repeated use and washing. Knitwear and apparels made from Pilbloc® look as good as new after every wash. Fabric made from Pilbloc® resists pilling throughout its lifetime. Pilbloc® blends easily with other fibers as well and enhances their pilling performance. Garments made with Pilbloc® have cashmere feel, vibrant colors, bright and natural luster, and excellent wash and easy care aesthetics. Pilbloc® is very suitable for school sweaters and fashion apparel.

Pilbloc® is specially suitable for hand knitting yarns and bright, super-soft chenille yarns. Fistas Fantazi Iplik (Turkey) manufactures hand knitting yarns with Pilbloc® brand next generation Anti-Pill Fibers.

Radianza® fibers are made using a unique Gel Dyed Technology. It is an eco-friendly product and a fiber for the future. Radianza® gives vibrant colors with a high uniformity of shade in large batch sizes. This is extremely suitable for making carpets, rugs, blankets and uniforms for military, schools, police and hospitality sectors. Utility costs can be reduced to a considerable extent on using Radianza® fibers.

Radianza® is available in more than 800 shades. Customized shades are available as it is possible to re-match any color. Radianza® fibers can be blended with all other fibers.

Knitwear and Garments made with Radianza® are soft and have an excellent hand feel. Radianza® fibers also find excellent application in sweaters, pullovers, cardigans, jackets, overcoat etc. owing to its brilliant color vibrancy.

Pilbloc®, which is the next generation anti-pill fibre from Birlacril® has already made waves in India, when it was launched at Yarn Collection – Autumn Winter 2012-13 and has generated wide interest and acceptance. It has also been adopted in Turkey in particular, where Fistas Fantazi Iplik is already manufacturing hand knitting yarns with Pilbloc® brand. Its launch at IIYF 2012 where a large number of business visitors, scouting for new technologies that are time honoured and are conspicuously relevant to the consumer needs as is the case with Pilbloc® and Radianza®, these innovations are likely to attract a lot of interest. Since Acrylic Fibre Business of Aditya Birla Group would be showcasing a whole range of the applications of Pilbloc® and Radianza®, this should provide new and wider exposure for the connoisseurs and market leaders. ❖



*Radianza - For A World Of Vibrant Colors*