

Pilbloc® And YOU: Partners In Growth

Witness first-hand unlimited possibilities with Pilbloc® at Knits & Wears 2012

12th-16th May 2012, Ludhiana, India

Pilbloc®, the next generation anti-pill fiber from Birlacril®, will be promoted at **Knits & Wears 2012**. Organized by **KAMAL (Knitwear and Apparel Manufacturers Association of Ludhiana)**, Knits & Wears is the biggest trade event for knitwear and apparel manufacturers in Ludhiana. Visitors from different sectors of the industry including knitwear and apparel manufacturers, eminent designers, fashion brands, delegates from buying houses and retail shall grace the occasion by their presence. The event will be held during 12th-16th May 2012 at Harsheela & Whistling Woods Resorts, Ferozepur Road, Ludhiana, India. **Birlacril®** will exhibit its range of specialty brand Pilbloc® in **Whistling Woods Banquet Hall, Stand No. C3**.

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 especially suited for hand knitting yarns and bright, super-soft chenille yarns as well.



Soft to Wear, Easy to Care

see no pill | hear no pill | talk no pill



New Look in Garments, Wash After Wash

The range of collection with Pilbloc® shall include garments made with different types of blends with Pilbloc® brand fiber - including fashion wear for men, women and children; very soft “cashmere feel” sweaters for young children and ladies wear; school uniform sweaters for a clean and smart look to the students; “silky” garments to mention a few. The types of garments to be displayed include Sweaters, T-Shirts, Mufflers, Stoles, Throws, Caps, Knitted Jackets, Overcoats and others.

Pilbloc® Hang Tag Program has recently been launched in India early this year. A Hang Tag is a brand promise to the consumers that is backed by adequate product testing and process perfection at the value chain. Hang Tags would help to increase the perceived benefits observed by the end user and also inform consumers about specific benefits of Pilbloc®. It would help trade and retail partners in their selling functions by promoting brand recognition. A garment would qualify for a Pilbloc® Hang Tag when it meets the prescribed quality standards. Ganga Acrowools Limited (Ludhiana), Sportking Synthetics (Ludhiana) and Oswal Woolen Mills (Ludhiana) are the 3 approved suppliers of Pilbloc® yarns in India.

Pilbloc® promotion at Knits & Wears 2012 is sure to attract a lot of interest. Since Acrylic Fibre Business of Aditya Birla Group would be showcasing a whole range of applications of Pilbloc® this should provide new and wider exposure for the connoisseurs and market leaders.