



# Newsletter

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## High Performance Fibre for Outdoor Applications



UV Resistant



High Strength



### What is the best fabric for outdoor furniture?

It is such an important question because cushions are one of the most important considerations when shopping for patio furniture. Many people will tell you a particular brand is the best, but the fact of the matter is that they are the only household brand name when it comes to outdoor fabric. The industry has never provided anyone with an answer aside from specific brand, which has naturally led to shoppers automatically think it is the best and only choice. Our experience and expertise in the industry has led us down another path to pigment dyed fibre.

### Pigment dyed fibre

Durashine™ is a pigment dyed fibre which ensure attractive color fastness to sunlight, durability to mechanical or chemical weathering and resistance to UV radiation. It is available in a wide range of hues. Durashine™ is produced with a special wet spinning process, a technology that imparts excellent color retention and strong weather resistance to any fabric made out of it.

### USP of Product

- Excellent color fastness to wreathing effect & resistant to chemical
- Excellent color fastness to rubbing or mechanical abrasion
- Excellent light fastness • Vibrant shades • UV protection
- Long time durability to direct sun light exposure.  
Color remains more than 5 years.
- Very high yarn RKM 20~24 which gives fabric ultimate strength.

### Why this USP is relevant?

- Outdoor fabric application like Marine, outdoor furniture, window curtain, beach umbrella etc. are exposed to direct sunlight for several years. Where the color retains is most required fabric characteristics. The Durashine Pigment dyed acrylic is best solution for outdoor applications because color does not fade more than 5 years in direct sunlight exposure.
- Outdoor fabric go to lot of wear and tear and mechanical abrasion and color fastness to rubbing and mechanical abrasion is prime requirement. Durashine is best solution as color fastness to mechanical abrasion or rubbing is very high compared to other synthetic fibres.
- During sun bath at beach, window awning, the UV protection is prime requirement. Durashine is best for solution because of high UV protection factor.

Email: [marketing.taf@adityabirla.com](mailto:marketing.taf@adityabirla.com)  
[www.birlacril.com](http://www.birlacril.com)