



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES

WaecoTM modal



THE FUTURE OF FASHION

LIVAECO MODAL

Livaeco™ Modal represents the second generation of regenerated cellulosic fibres offering significantly higher performance & benefits. Livaeco™ Modal fibres are **100% plant based**, made from wood pulp, sourced from sustainable managed forests and manufactured in plants that adhere to globally accepted environmental norms.



Benefits



100% Plant Origin



Safe For Planet



Closed Loop Process



Retains strength
after washing



Unmatched Drape*



Impeccable Fit & Finish*



Moisture Absorption



Soft Feel*



Wrinkle Recovery



Skin Friendly

Global Recognition



*Benefits apply to fabric made using Livaeco™ Modal.

Resilience & Sustainability at the Core

Livaeco™ Modal fibres are designed to ensure high quality premium product that can be easily blended with other fibres and deliver softness, fluidity and luxurious touch to any fabric. **Our fibres are produced in units following a closed loop process that are compliant with the highest norms on responsibility.**

Dimensional Stability:

Fabrics made with Livaeco™ Modal display high dimensional stability due to the morphological structure which imparts excellent elastic properties allowing them to maintain the shape even after multiple washes..

Moisture Absorption:

Livaeco™ Modal has better absorption as compared to other fibres. The micropores inside the fabric absorb any water or sweat they come into contact with.



Superior Performance:

High tenacity, wet modulus and elongation, makes fabric last longer with a luxurious look and feel.

Brilliant Colours and Unmatched Lustre:

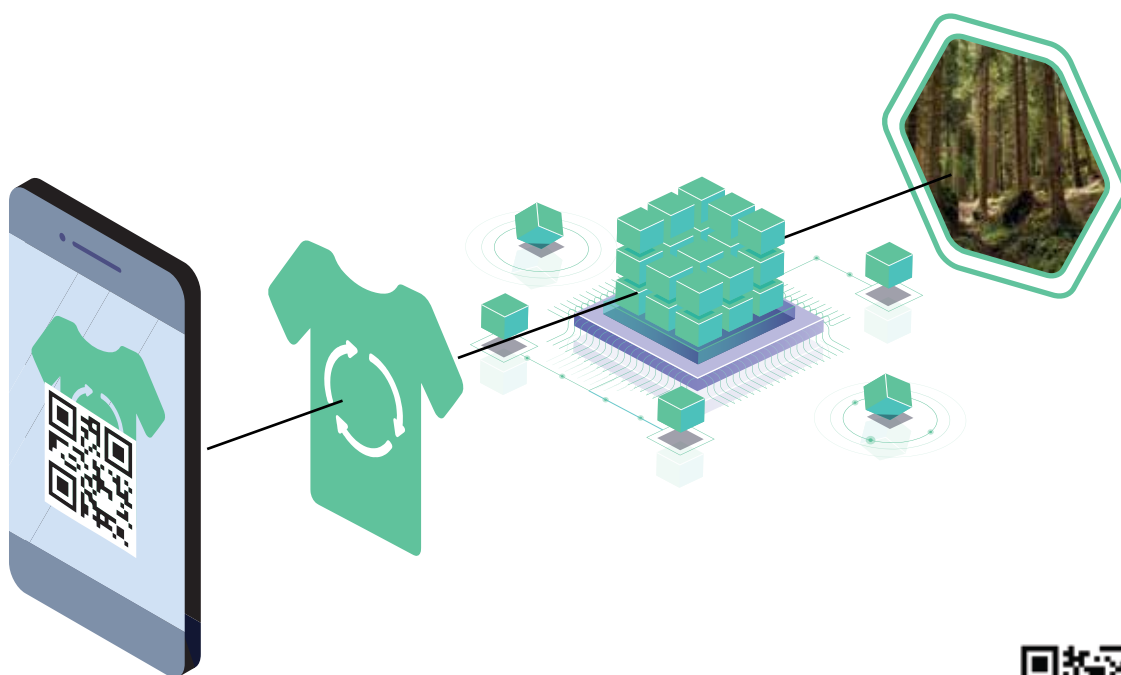
Perfectly even & deep color deposition, thereby bringing out the natural brilliance.

Resilient Colours with Repeated Wear:

Livaeco™ Modal fabrics look new longer than other fabrics. Fabrics are highly resilient to sun bleaching, color bleeding and staining even after repeated washes.

Trace the Source

Livaeco™ Modal has a unique molecular tracer embedded in its fibre, this tracer helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the consumers conveniently.




GreenTrack™

Blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain in Livaeco Modal to provide supply chain traceability.



Scan to know more about GreenTrack™



Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain- from plantation to pulp, to fibre and to fashion - we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmentors) to build business bridges across geographies.



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