



**Birla Cellulose**  
Fibres from nature



**ADITYA BIRLA**  
CELLULOSIC  
FIBRES

# *Waeeco*<sup>TM</sup> **LYOCELL**

**SHAPED BY  
NATURE.  
FOR THE FUTURE**



# Natural Excellence. Engineered for Performance.

Livaeco™ Lyocell is a third-generation man-made cellulosic fibre engineered through an advanced closed-loop solvent spinning process with upto 99.7% solvent recovery.

Derived from 100% FSC®-certified wood pulp, it delivers an exceptional balance of strength, smoothness, moisture management, and dimensional stability, redefining performance within sustainable textiles.

Manufactured by Birla Cellulose, Livaeco™ Lyocell combines environmental responsibility with measurable technical superiority.

## Why Livaeco™ Lyocell performs?



**Made from FSC®-certified  
responsibly sourced pulp**



**GreenTrack™  
end-to-end traceability**



**Rich colour depth with  
elegant natural lustre**



**Amongst the strongest  
man-made cellulosic fibre**



**2x higher  
moisture regain**



**Naturally smooth,  
skin-friendly surface**

# Benefits



## Dimensional Stability

Livaeco™ Lyocell blends demonstrate improved dimensional stability compared to other natural fibres, enabling predictable processing, lower rejection rates & consistent garment performance across manufacturing cycles.



## Colour Depth & Shade Stability

Livaeco™ Lyocell fabrics demonstrate excellent dye uptake & colour fastness in line with global textile benchmarks, ensuring rich shades & long-lasting visual consistency through repeated use & care cycles.



## Superior Tensile Strength

According to globally recognised textile performance standards, Livaeco™ Lyocell fabrics exhibit strong tensile performance, including excellent wet strength, contributing to enhanced durability across apparel & home textile applications.



## Seam Slippage Resistance

Fabric constructions incorporating Livaeco™ Lyocell show strong resistance to seam slippage under standard performance testing, supporting durable stitching & structural stability in garments & home textile products.



## Clean Surface, Reduced Pilling

The naturally smooth morphology of Lyocell fibres helps fabrics achieve high pilling resistance under standard testing conditions, resulting in a cleaner surface appearance & longer garment life.

# Applications

Performance Across Textiles

## TEXTILE

### Womenswear

- Fluid drape
- High colour brilliance
- Smooth hand feel
- Ideal for dresses, blouses, scarves, and occasion wear

### Menswear

- Crisp structure with breathable comfort
- Ideal for shirts, chinos, trousers, and contemporary tailoring due to its durability

### Denim

- Softer hand feel
- Excellent dye uptake
- Improved recovery & fall
- Durable

### Athleisure & Innerwear

- Higher moisture absorption
- Skin-friendly comfort
- Reduced friction & anti-chafe properties



WOMENSWEAR

ATHLEISURE

MENSWEAR

DENIM

# HOME TEXTILES

## Bedding

Strength with dimensional stability, breathable, shade-stable & luxuriously smooth.

## Towels

Superior absorbency combined with durability.

## Curtains & Upholstery

High tensile performance with elegant drape & rich colour absorption.

## Fillers

Enhanced loft, resilience & moisture dispersion.

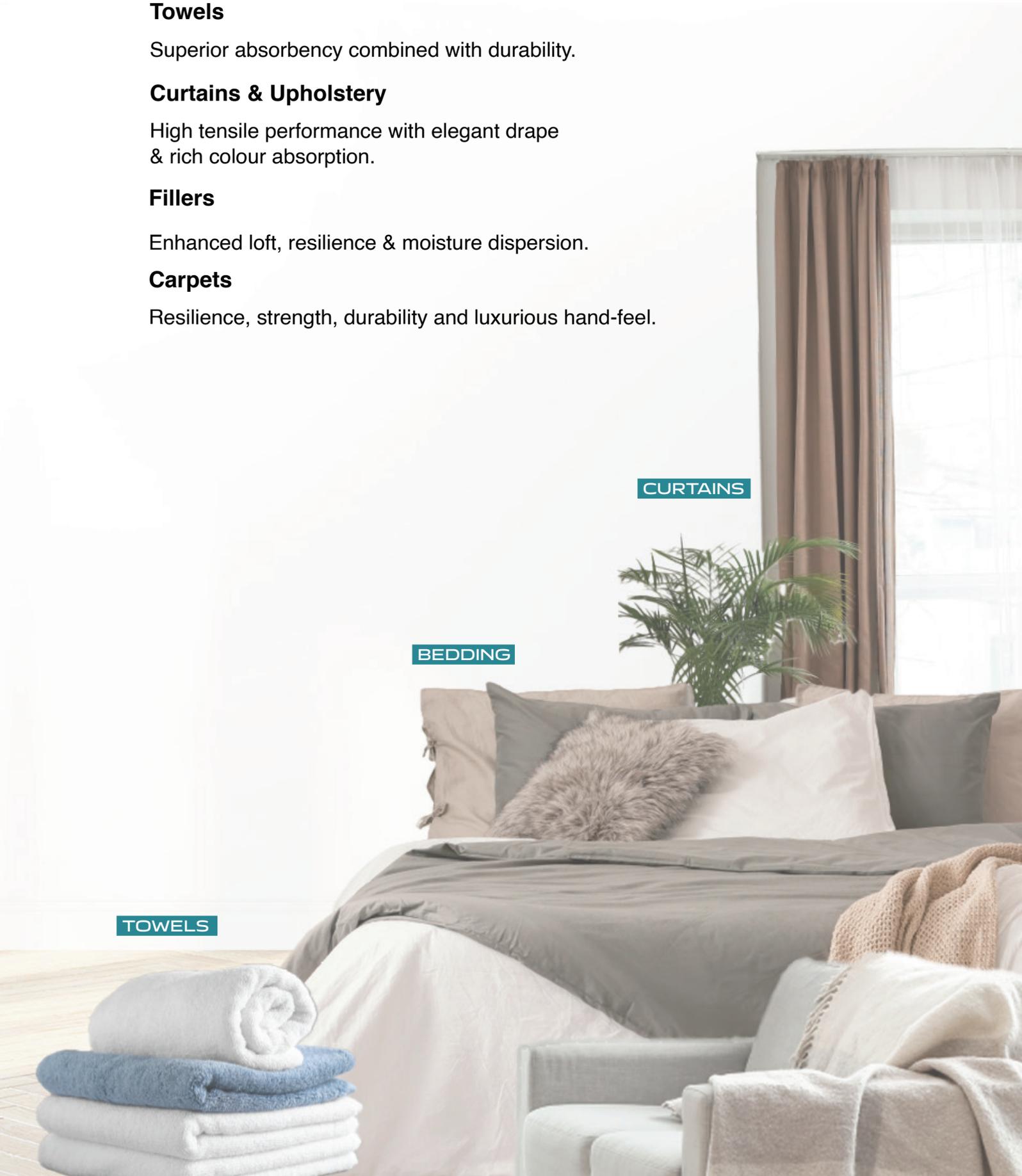
## Carpets

Resilience, strength, durability and luxurious hand-feel.

CURTAINS

BEDDING

TOWELS



# Transparency. Recognition. Value.

## GreenTrack™ Traceability

Birla Cellulose provides an end-to-end traceability solution powered by blockchain technology - GreenTrack™

Characterized by a user-friendly interface & intuitive navigation, for global audiences, GreenTrack™ offers a offers 2-fold provenance tracking

- ✔ Value Chain Traceability
- ✔ Source Verification.

## Value Chain Traceability

GreenTrack™ is the only platform that provides live mapping of the material journey from Forest to Fashion enabling brands real-time access to the chain of custody

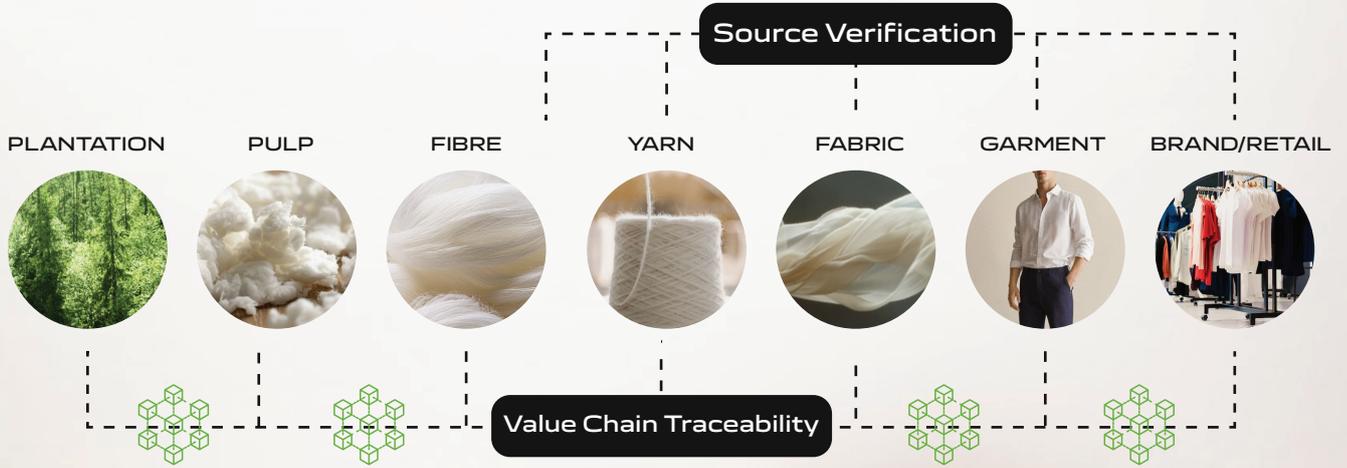
Manufacturers can view the status at every stage of production across the textile value chain, which can be further extended to consumers through a simple scan of the QR code.

## Digital mapping using blockchain technology



## Source Verification through Molecular Tracer

A unique molecular additive inside the fibre enables source verification at any stage – fibre, yarn, fabric & garment, negating any possibility of counterfeit or dilution.





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*livaco*<sup>TM</sup>  
**LYOCELL**

## CONTACT

**India:** BD\_India@adityabirla.onmicrosoft.com

India.salesteam@adityabirla.onmicrosoft.com

**Turkey:** BD\_turkey6907@adityabirla.onmicrosoft.com

**Bangladesh:** BD\_Bangladesh@adityabirla.onmicrosoft.com

**China:** BD\_China@adityabirla.onmicrosoft.com

**Indonesia:** BD\_Indonesia@adityabirla.onmicrosoft.com

**USA:** BD\_USA@adityabirla.onmicrosoft.com

For further information, visit us at [www.livabybirlacellulose.com](http://www.livabybirlacellulose.com)

Marketing Head Office: Hub Town Solaris, 5th Floor, 501A & 502, Prof N. S. Phadke Marg,  
Andheri (East), Mumbai - 400 069 INDIA.

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