

# yarnexpo

25 – 27 Sep 2019  
Hall 8.2

National Convention  
and Exhibition Center  
(Shanghai) China

## SUSTAINABILITY ACROSS THE SUPPLY CHAIN

At Yarn Expo Autumn 2019, exhibitors from **Birla Satellite Zone** shows consumers how to build a brand with products that are fully sustainable, from start to finish.

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**Birla Cellulose**  
Fibres from nature

## SUSTAINABILITY TRACEABILITY DIGITALISATION INNOVATIONS

**Birla Cellulose** shares their view on these four key trends, and how they capture these opportunities at Yarn Expo.

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## BIRLA SATELLITE ZONE

AT YARN EXPO  
AUTUMN 2019

Being Asia's comprehensive yarn & fibre business platform, Yarn Expo Autumn 2019 once again welcomes the global leaders in synthetic spun yarn from **BIRLA SATELLITE ZONE** to showcase their wide span of superior quality yarn and sustainable and eco-friendly products.





**Birla Cellulose**  
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## SUSTAINABILITY ACROSS THE SUPPLY CHAIN

**Birla Cellulose** has been in the spinning business for more than five decades. Regarded as **global leaders in synthetic spun yarn production**, Birla products are used for all kinds of textiles end use - i.e **apparel, home textiles and technical textile**. Birla Cellulose produces **superior quality yarn**, largely due to their plethora of world-class, cutting-edge facilities.

As a fibre manufacturer, Birla Cellulose takes a leading role to establish a common definition of **sustainability** by understanding their brands' requirements and translate that on the ground – for example, with the **Birla LivaEco brand**, as well as **eco-friendly Birla Spunshades** and **Birla Excel**.

*“A spinner cannot be sustainable by themselves... It's through meaningful collaboration that we can prove to consumers that a product is fully sustainable, from start to finish.”*

*- Mr Manohar Samuel, Senior President of Marketing & Business Development at Grasim Industries Ltd (of the Aditya Birla Group)*

All stages of the **supply chain are now working together to be more sustainable** as they are all facing the common consumers, who now oversee the entire textile supply chain.

At **Yarn Expo Autumn 2019**, Birla Cellulose has numerous offers in yarn including dope and greige viscose, poly / viscose blends, polyester, special polyesters like optical poly, FR poly, bright poly, UV protect poly etc, cellulosic includes modal, excel (lyocell), FSC mix viscose or PV yarn, technical textiles including aramids, PPS, functional yarn like coolmax, thermolite, s-café blended yarn, recycled poly with GRS, sorona blends, wool blends, linen blends, cotton (carded / combed) etc.



# Birla Cellulose

From nature

## SUSTAINABILITY | TRACEABILITY DIGITALISATION | INNOVATIONS

*The global textile market is going through an exciting time!*

“We find that there are **four key trends**, which are evolving very quickly. First of all, there’s **sustainability**, and in turn **traceability**, **digitalisation** and **innovation**. In recent years, we’ve seen a **quantum jump for sustainability from brands across the world**. What’s shifted is the traceability of products.

The entire industry is going through a metamorphosis. Firstly, there’s **e-commerce** – yes, it’s known for fast fashion, but the advantage is that each click of the smartphone **creates data, which provides a lot of market insight**. By aligning with e-commerce brands, we can better understand consumer demand and adjust production accordingly. There’s enough information for us all to **innovate and find sustainable solutions**. The market is full of innovation now, everyone is focusing on innovation! I’ve been at this fair for eight years, and I feel this trend has shifted a lot in China. **Everybody at Yarn Expo is exhibiting something interesting now.**





**Birla Cellulose**  
Fibres from nature

**“Birla Cellulose has a lot of customers here at Yarn Expo – not only spinners, but from the entire supply chain”**

This sourcing trend is definitely growing, for two important reasons. The first being **sustainability** – creating an environmentally-friendly product begins with fibre, and brands are increasingly recognising this. The second reason is **innovation** – in order to create product differentiation, to be more rooted in industry trends, brands are required to collaborate with companies further up the supply chain. For example, at Birla Cellulose we come up with our own innovations, and we even work with trend forecasters around the world, like WGSN. This can be very useful for brands.

We access the market through different levels of engagement. We work with the headquarters of globally acclaimed big brands, and we work with buying houses and brand offices. **To find these opportunities, we always participate in Yarn Expo.** It's important to be here, because it provides a **good platform** to meet everybody in one place over just three days. We've also met more brand offices, coming from different stages of the supply chain, at this fair. And to work with smaller companies, we use technology as a major tool. We have started a website called [LAPF Connect](#) to make networking easier.

The strongest pillars of **Yarn Expo** are the opportunities to connect with **customers**, and the opportunities to see what is new in innovation. **Birla Cellulose has a lot of customers here at Yarn Expo – not only spinners, but from the entire supply chain.** The concurrent events, like Intertextile, also support this. We meet brands from Europe, the US, Hong Kong and more here – and our existing customers all come here to see what is new. We use **Yarn Expo as a marketing platform to tell our own innovative story.** We are happy to see that our peers in this hall also have yarn and fibre innovations, which are more relatable to our own brand. The fair has grown a lot, it's huge – we would like to bring a larger team next time!”

*\*Information extracted from [interview](#) with Mr Manohar Samuel, Senior President of Marketing & Business Development at Grasim Industries Ltd (of the Aditya Birla Group)*

Website: [www.birlacellulose.com](http://www.birlacellulose.com)

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