



## Thai Acrylic Fibre Co. Ltd. At Biff & Bil 2010

Thai Acrylic Fibre Co. Ltd., Thailand

1-4<sup>th</sup> April 2010

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Organized by the Department of Export Promotion, Ministry of Commerce, under the Royal Thai Government, BIFF & BIL (Bangkok International Fashion Fair & Bangkok International Leather Fair) is the largest and most established fashion trade fair in ASEAN. It is a fashion trade fair for apparel, textile and fashion accessories (BIFF), and leather goods (BIL) to drive development and manufacturing capabilities of commercial textiles, clothing and leather fashion. Following a turbulent year for the international textile sector, BIFF & BIL 2010 closed with over 48,000 trade visitors and consumers from all over the world. This year at BIFF & BIL, over 1000 exhibitors from Thailand, ASEAN, Japan, Korea, Hong Kong and Taiwan presented their latest collection of apparels, leather and fashion accessories.

Thai Acrylic Fibre Co. Ltd. exhibited at BIFF & BIL 2010 during the 1st-4th of April 2010 at Stand N2, Challenger 3, Impact Exhibition Centre, Bangkok, Thailand. Thai Rayon Public Co. Ltd. and Indo Thai Synthetics (Thailand), both part of the Aditya Birla Group (India), joined Thai Acrylic Fibre for the fair. Thai Acrylic Fibre Co. Ltd. promoted their flagship 'Birla Acrylic' brand of fibers and products. They also pledged to provide a long term, healthy and allergen free future with 'Amicor' brand of anti-bacterial, anti-fungal and anti-dust mite fibers. The booth was designed to further promote the leading position that Birla Acrylic and Amicor has created over the years and to illustrate the success so far to the specialized audience at BIFF & BIL.



A major focus at the show this year was to promote and exhibit Birla Acrylic Specialties. Dazcryn brand of Birla Acrylic's light and soft Anti-Pill fibers keep knit-wears new and elegant even after repeated washes. In blends with other fibers it adds differing value for an occasion. The high wearing comfort and special light and super-soft product specialties of Birla Acrylic's Micro-Denier and Cotton-Like fibers created a natural elegance at the fair this year. Also, Artificial Fur Fabrics from Birla Acrylic flat fibers brought up the glamour and conveyed the fashion statement in overcoats and jackets. Thai Acrylic Fibre also exhibited knit-wears made out of Birla Acrylic's Shrinkable and Super Shrinkable fibers which offer a bulkier and soft fiber having a bouncy effect.

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Ideally suited for fancy and smiling yarns, these help in longer retention of shape/contours, comfort and freshness. The Smart and Intelligent, Anti-Microbial and Anti-Dust Mite Amicor® Branded fibers use “Late Injection Technology” which when incorporated in textiles have proven benefits in providing a healthy and protected sleeping and living environment. Amicor® Fiber Technology is a leader in all bio-active textiles for home, hospitals and sports textile sectors and is perfect for beds and beddings, sportswear, foot-wear, healthcare uniforms, furnishings and carpets.

The response at the fair was excellent and far exceeded the expectations. Particularly noticeable was the wide spectrum of trade visitors from different sectors of the home textile industry who were interested in Birla Acrylic and Amicor Fibers and Products. The show has opened the way to new growth opportunity outside the core business area.

### **About Birla Acrylic**

Birla Acrylic, the internationally renowned Acrylic Fiber Brand is producing highest quality products for over 20 years. Birla Acrylic brand enjoys worldwide reputation and recognition and exports 85% of its acrylic fiber to Australia, Africa, Europe, China, Iran, Indonesia, India, Nepal and other Asian countries. It commands market leadership owing to its superior quality, quality consistency and service. The brand includes more than 30 different varieties of fibers serving both the commodity and specialty high end markets. Having a wide mix of products with varying deniers, cut lengths, shrinkage, luster and finish to select from, Birla Acrylic fibers offer to Apparel – knitweaves, sweaters, sportswear, Household – beddings, carpets, blankets and Upholstery sectors. Easy adaptability to different spinning systems and excellent compatibility to different blend systems are the key performance benefits of Birla Acrylic.

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### ***For further information please contact:***

Marketing Division

Thai Acrylic Fibre Co. Ltd.

Telephone: (662) - 2536745-54, Dir: (662) - 2536740, 6514760

Fax: (662) - 2534679, 2536734

Email: [marketing.taf@adityabirla.com](mailto:marketing.taf@adityabirla.com)

URL: [www.thaiacrylic.com](http://www.thaiacrylic.com), [www.amicorpure.co.uk](http://www.amicorpure.co.uk)