TAF launches “Nature Thanks Back” sustainability campaign

Thai Acrylic fibre Co. Ltd. has launched their new marketing campaign positioning Radianza™ fibre as an eco-friendly and sustainable product for the textile and apparel industry. The campaign called “Nature Thanks Back” talks about how Radianza™ fibre helps conserving water & energy and reducing the negative impact on the environment by allowing minimum discharge of harmful chemicals.

“Our industry has been a source of environmental pollution that is negatively impacting the Nature. High consumption of natural resources like water could lead to scarcity of these resources for our future generation. Even today, availability of safe drinking water is a daily struggle in many countries. Millions of people are getting affected every year from preventable diseases caused by the lack of access to clean water. This campaign aims at re-emphasizing the importance of doing something for the Nature and our coming generations”, says Satyaki Ghosh, CEO Thai Acrylic Fibre Co. Ltd.

Radianza™ fiber is prepared by gel dyeing technology which requires minimum water and chemicals to developed dyed-fibres. A fabric made from yarns with 100% Radianza™ fibers would require only about 20% of water/energy as compared to conventional dyeing. Moreover, due to no need of dyeing at a yarn or fabric stage, there is no discharge of dye stuff unlike in conventional dyeing where dye-stuff losses lead to polluted effluent.

Mr. Ghosh further adds, “We are very proud that Radianza™ fibre has been accepted as a sustainable product by our customers. With this campaign we hope to reach a larger number of organizations that are working towards offering products that are sustainable and have long term positive impact”.

The campaign comprises of a series of visuals with various elements of our Natural Environment saying “Thank You” to those who wear garments with Radianza™ fibre.