RIL partners Gimatex Industries to co-brand Recron® SuperBlack yarn

Gimatex to strengthen it's position in Airjet Black segment

Reliance Industries Ltd. (RIL), the world's largest polyester fibre producer, has entered into co-branding agreement with Gimatex Industries Ltd. (GIL), one of the leading manufacturer and exporter of specialized Airjet black spun yarn in India, to make specialized Recron® SuperBlack yarns, the darkest dope-dyed black yarns.

The engagement entails, GIL using RIL's technologically advanced Recron® SuperBlack PSF to produce the best quality Airjet black yarn. Apart from branding the products, RIL will also provide marketing support to GIL to further strengthen Recron® SuperBlack's leadership position in India.

GIL is an integrated textile company, having modern ginning, spinning, weaving and processing facilities. GIL possess 1,40,000 spindles, 3,000 rotors and 960 air-jet spindles. Furthermore, the ultra-modern production facilities are supplemented with the advanced testing facilities, that help customers derive superior value. GIL is renowned for making high end SuperBlack air-jet yarns for premium jet black fashion fabrics.

The co-branding agreement was signed by Mr. Sanjay Soneja, Business Head – PSF, RIL and Mr. Prashant Mohota, MD, GIL at RIL pavilion at Fibers & Yarn Exhibition, Mumbai.

While commenting on the co-branding Recron® SuperBlack Mr. Mohota Said, "We as an organization are known for Innovation and premium quality products. Recron® SuperBlack will help us produce black yarn, that will enable us to meet burgeoning end-consumer driven demand for specialized yarns. It is a delightful experience for yarn manufacturers who want to provide superior quality yarns to leading fabric manufacturers".

Drawing from RIL's extensive R&D and vast expertise in fibres manufacturing, Recron® SuperBlack are innovative black fibres, known for providing superior color consistency, unmatched color fastness and richness of shades.

Recron® SuperBlack is the most sought after fibres as it enhances spinning productivity, warping and weaving performance, the key requirement for producing the best quality of fashion fabrics. Being a globally accepted product with Reach Compliant and Oekotex-100 certified, Recron SuperBlack yarns make the fabric superior to handle, drape and easy to care. These properties make Recron® SuperBlack based yarns one of the most sought after by fabric manufacturers.

Commenting on the addition of GIL to the Hub Excellence Partner (HEP) program, Mr Gunjan Sharma, CMO – Polyester Business, RIL said: "We are proud to have Gimatex, a leading specialized yarn manufacturer associated with us. This is a testament to the success of our HEP program which aims at generating value for all our partners in the

value chain. We will work together to ensure Recron® SuperBlack meets the high quality needs of the consumers".

Recron® SuperBlack is growing strength to strength, providing complete supply solutions to brands and retailers looking for long lasting premium black fabric.

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