# *Radianza™ expands its shade collection with twenty new shades*

Radianza™ - a ready-to-use gel dyed fibre from Thai Acrylic Fibre Co., Ltd. (TAF) - has its shade range expanded by offering twenty more new vibrant shades to its collection, which are now available on its website.

Thai Acrylic Fibre Co., Ltd. (TAF) - one of the largest manufacturers of acrylic fibres and ranked among the top five acrylic fibre producers globally – introduces 20 more new shades added to the shade range of Radianza™ that comes in for more than 200 shades. Radianza™ is one of the most eco-friendly and sustainable fibres made with Gel-Dyeing technology which helps reduce the consumption of natural resources and create much less pollution. The Life Cycle Assessment of Radianza™ shows that, by using Radianza™ to make one garment could save up to 30 litres of water, create 1.45kg less carbon dioxide equivalent Global Warming potential, consume approximately 25MJ less energy, and create around 3/4th of the kg SO2 equivalent Human Toxicity Potential.

The new range features different shades: two shades of Orange (RO203,204), three shades of Violet (RV107,206,207), one shade of Yellow (RY201), three shades of Blue (TB212,317,318), one shade of Brown (TC317), seven shades of Green (TG105,106,209,210,211,309,310), two shades of Black (TN419,420) and one shade of Red (TR413). These newest shades have been thoughtfully developed by TAF to meet customers' needs and expectations which are now available on Digital Shadecard: www.shadecard.radianza.world

"We are excited to launch these twenty new shades into Radianza™'s shade range – one of our specialty products. We developed the shade expansion thoughtfully based on the feedback of the market as well as our customers," says Ashwini Chotani, Chief Marketing Officer of TAF. "We hope that these new shades will inspire ingenuity and inventiveness to all designers out there and allow them to have a wide range of shades to experience with."

"Color is a fundamental factor in the fashion industry, therefore we have been taking the time to work through the shade range for our Radianza™ in response to our customers' needs and fashion color trends. We will also continue to develop more shades in the near future as we strive to keep our color palette innovative, trendy as well as to meet our customers' requirements and expectations," adds Shesh Gupta, Unit Head, TAF.

Radianza™ is a trademark of Thai Acrylic Fibre Co. Ltd.