Thai Acrylic Fibre becomes an official marketing partnership for Outlast®

Thai Acrylic Fibre Co., Ltd., (TAF), one of the world's largest acrylic fibre manufacturers under Aditya

Birla Group, will now start selling and promoting acrylic fibre with Outlast® PCM technology. The collaboration is now extended to marketing by TAF which was earlier limited to manufacturing with mutual agreement between the two companies. Outlast® Technologies LLC, headquartered in Germany, offer a unique patented thermoregulation technology using phase change materials (PCM) to absorb, store and release heat, thereby continually regulating the skin's microclimate.

"TAF and Outlast® have been collaborating for a long time. We have been producing fibre with Outlast® technology since they commercially started entering into the market with the acrylic variant The PCM technology of Outlast® has sustained for a long time now and the brands and retailers around the world have a definite preference for Outlast®. With a commitment to bring more and more innovative products in the market, we are very pleased to now add Outlast® in our specialty fibre offering, Says Ashwini Chotani, Chief Marketing Officer of Thai Acrylic Fibre Co., Ltd.

"We are excited to start the next phase of collaboration with TAF. With their focus on promoting specialty fibres across the value chain, and increasing their presence in the global markets, we strongly believe that we can grow the business manifolds. Outlast® is a preferred technology for customers for over two decades and this collaboration will help to increase the reach of the technology to a broader customer base," – says Martin Bentz, Chief Executive Officer of Outlast Technologies GmbH