Ganga Acrowools Launches Soft n Strong Yarns with Pilbloc™



Ganga Acrowools Limited has launched its *Soft n Strong* yarn range for knitters and crotchetiers, made with Pilbloc™ fibre. The range is launched under Ganga's Knitting® Happiness theme. Pilbloc™ is our flagship anti-pilling fibre that has excellent pilling resistance and super soft hand-feel. Soft n Strong yarns are available in a wide range of classic shades. They can be viewed on the website: https://knittinghappiness.com/yarn/1024/soft-n-strong-knitting-yarn-crochet-yarn

Ganga Acrowools Limited is a leading manufacturer of worsted acrylic and blended yarns and is one of the leading exporters of hand knitting yarns in India. "We are pleased to launch Soft n Strong hand knitting and crocheting made with Pilbloc™ into one of our ranges. Our revolutionary anti-pilling yarn allows knitters and crotchetiers to create fun homemade yarn projects without any pilling frustration and we are excited to be part of their satisfactory experiences. We are constantly looking for the newest and latest innovations to meet our customers' needs and enhance their daily activities", says Dr. Ravinder Verma, Managing Director, Ganga Acrowools Limited

"More people are becoming active knitters/crotchetiers, and the trend is rapidly growing with a large number of people trying their hands on knitting/crocheting homemade crafts - we are happy to see Pilbloc™ being developed into *Soft N Strong* yarn range. We are confident that this range will also be introduced to first-time knitters and crochetiers to explore their creativities and have great experiences with their crafty homemade projects", says Mr. Thomas Varghese, Business Head, Textiles Business, Aditya Birla Group.

Pilbloc™, one of TAF's specialty products, is an anti-pilling fibre with engineering process, which is formulated to resist pilling over time, resulting in decelerating the ageing process of the apparel. It is also similar in comfort to natural fibres with unique hand-feel. It can also easily be blended with other fibres and have the pill performance enhanced.

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

V-Shield Anti-Viral Collection with Amicor™



Gold House Décor, Thailand has launched a new collection called "V-Shield" – the antiviral curtains for both home and hospital under Homework Fabrics brand. The collection is made with Amicor™ fibre – the antimicrobial fibre The collection is available in a wide range of shades and colors and can be easily accessed through the digital catalog at https://www.flipsnack.com/goldhousedecor/v-shield.html

Gold House Décor Co. Ltd. (part of Bulliontex Group) is a manufacturer and distributor of retail and wholesale roll fabrics which has been operating for more than 20 years. With many fabric brands under the umbrella of Gold House, Homework® is positioned as a functional fabric for indoor applications like upholstery and curtains. "This pandemic has led us and our customers to look at technologies that can resist all kinds of microbes and is durable at the same time. Using Amicor™ not only gives us the permanent anti-microbial and anti-viral function but it also provides this function for the life of the fabric. V-shield has received a very good response for both home and hospital use as hygiene has been a key issue on the agenda of worldwide private homes and hospitals. We are committed to providing our customers the highest quality products and service that meet and exceed their expectations", says Mr. Thaveechai Sirikulthada (Dev), Director of Bulliontex.

"We are excited to be part of the V-shield collection and to see Amicor™ fibre being incorporated into the range. With the initial response being so good, we are confident that the fabrics will become a part of many homes and institutions in the coming days", says Tuhin Kulshreshtha, Head of Marketing, Value Added Products, TAF.

Amicor™ is an anti-microbial fibre which is specially engineered by incorporating additives into the core of the fibre. The fibre has shown its effectiveness against bacteria, fungi and lately against viruses. Fabrics with Amicor™ fibre have shown high level of efficacy against SARS-Cov-2 (Covid-19) virus, tested as per ISO 18184:2019 test standards with a kill rate of 99% of the viruses in just 15 seconds.

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

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Incorporated in 1987, Thai Acrylic Fibre (TAF) ranks among the top five quality acrylic fibre producers globally. The company has a strong focus on system improvements and has established comprehensive standards of ISO 9001:2000, ISO 14001, OHSAS 18000 and SA 8000. We produce more than 14 different types of specialty fibres for various applications ranging from sweaters, blankets, carpets, circular knitting and technical fibres for outdoor applications.

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