



Birla Cellulose launches Ecosoft- Bamboo Viscose Fibre



Birla Cellulose, the pulp and fibre business of the Aditya Birla Group, is a leading sustainability focused Man-Made Cellulosic Fibres (MMCF) producer that has announced a new product offering - **Birla Viscose Ecosoft**, a new variant of viscose, made exclusively from bamboo pulp.

Bamboo is amongst the fastest growing species, with some varieties reaching maturity in 4-6 months. It is widely considered less resource intensive to cultivate versus other natural fibres and hence increasingly seen as an eco-friendly solution for textile needs.

Ecosoft fibres are an advancement over generic viscose fibres, offering higher moisture management. The resultant fabrics allow for high breathability, aiding in thermo-regulation. They are also characterized by soft textures and light weight.

The bamboo pulp is sourced from sustainably managed forests (FSC® certified) and the manufacturing processes adhere to high norms of quality and environmental responsibility.

Birla Viscose Ecosoft is embedded with a molecular tracer which allows the manufacturers to trace the supply chain journey through a detailed transaction certificate.

Mr. ManMohan Singh, Chief Marketing Officer, of Birla Cellulose adds *“It’s a proud moment for Birla Cellulose to introduce Birla Viscose Ecosoft. Bamboo based viscose offers significant benefits such as utmost comfort and lustrous drapes that are being sought by consumers in apparel purchases. We believe this product will aid the textile industry to meet the consumer demand while being assured of the highest levels of quality standards and sustainable practices”*

The product is readily available for advanced trials.

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