

## MOST POPULAR

### LNJ'S DENIM FABRIC HAS 'FIRST TIME EVER' FEATURES

Source: LNJ Bhilwara Group, Jun 15 2010

Tags:LNJ Denim|LNJ Bhilwara Group|Denim|Textile|Innovation|



LNJ Denim, a part of Rs. 3600 cr LNJ Bhilwara Group's flagship textiles company RSWM Ltd, recently unveiled its new range of denim products, many of which have attributes introduced for the first time ever, anywhere in the world.

The 65-shade Poly Cotton range, has flame-retardant and anti-bacterial attributes, and the Eco range denims are made of recycled and worn jeans. These are some of the unique introductions that are set to take the global brands by storm. LNJ Denim supplies denim fashion fabrics to many global brands across Europe and USA, the list includes Diesel, GAP, Levi's, Polo, Tommy Hilfiger, Wranglers, and Walmart.

With investments of over Rs. 200 cr to acquire latest equipment from Europe, USA and Japan, and an establishment of Development Intelligence Group (DIG) for world class R&D, LNJ Denim is adding value and creative intelligence in order to come up with high-end fabric. These would extremely attractive characteristics for many brands, who are always on the lookout for newer innovations to get an edge in the competitive market.

"LNJ Denim is set to create new quality benchmark through this latest range. Going ahead we shall continue to invest heavily in our R&D efforts as well as new technologies to remain the top-of-the mind recall of global brands. Our present production capacity of 14 million meters per annum has an inbuilt capacity to expand upto 28 million meters," said Ravi Jhunjhunwala, Chairman of LNJ Bhilwara Group.

"We strive to keep pace with the changes and orient ourselves to meet the aspirations of our valued customers all over the world. The setting up of DIG was also a firm step in that direction and we are happy it's yielding results," said A K Churiwal, Managing Director, RSWM Ltd.

The domain of new products includes Poly Cotton Spectrum, Autumn-Winter, Spring-Summer, Core Products, Shirting and technical textiles for work wear. There are further diversifications in these categories.

In a unique development, LNJ Denim has developed 65 colours in denim. "This is a new range of poly spectrum in both rigid and stretch. This is a very unique product where we have two fabrics with a blend of 45% cotton – 55% poly as well as 55% cotton – 45% poly. The latter is termed CVC or Chief Value Cotton and falls in the premium range. To make it skin friendly, the warp is in polyester while the weft is in cotton, which makes it highly soothing to the body," elaborated YC Gupta, CEO & Business Head, LNJ Denim.

The 65 shades include carbon blue, mixed red purple, berry blue, auburn blue, slate blue, charcoal blue, onyx blue, green cast, baby blue, indigo blue, ice grey, military grey, saxon grey, gothic purple, red indigo, charcoal, night sky etc and is in keeping with the global demands in womenswear and kidswear.

To address the specific needs of industrial buyers, the company is offering 1000 meters per colour in poly denim, unlike the norm of 15,000 meters. Thus a buyer can buy 10 shades in 10,000 meters, at huge value for money.

Elaborating on other products, Gupta said "Work wear includes fabrics which are fire-retardant, self-extinguishing and odour free. Also there are fabrics which are hydrophilic, i.e. absorb sweats and water easily, and hydrophobic, which repel water, dust and oil." The CEO further added that the fire-retardant products are highly in demand and are already being used by fire-fighters in Madhya Pradesh.

LNJ Denim has taken another lead in introducing eco-friendly products. These are the fabrics which are produced by recycling waste products that also include the jeans which we discard. Organic cotton is used as well.

This and other innovative initiatives have earned LNJ Denim some of the best global certifications GOTS (Global Organic Textiles Standard) and GRS (Global Recycle Standards) issued by Control Union Certifications, REACH, OEKO TEX and so on.

LNJ Denim is part of LNJ Bhilwara Group – one of the major textile groups in India. LNJ Denim is the latest division of RSWM Ltd. The LNJ Bhilwara Group is a well diversified conglomerate with major business interest in Textiles, Graphite Electrode, Power Generation and Power Engineering Consultancy. The group was established in 1961 when the founder, LN Jhunjhunwala, established a textile mill in Bhilwara, Rajasthan. Today, that single textile mill has expanded into several textile mills.