

LNJ Bhilwara launches recycled denims

Our Bureau

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LNJ Denim, part of Rs 4,000-crore LNJ Bhilwara Group's flagship textiles company RSWM Ltd, has unveiled a new range of eco-friendly denims that are made of recycled and worn jeans.

The newly launched denims are also water absorbing, fire-retardant and water-oil-dust repellent. The company has also introduced 65-shade poly cotton spectrum, exclusive work wear range with flame-retardant and anti-bacterial attributes.

The new launches are resultant of Rs 200 crore investments the company has made in acquisition of latest equipment from Europe, the US and Japan besides the efforts of R&D by the Development Intelligence Group of the company.

LNJ Denim supplies denim fashion fabrics to some of the best global brands across Europe and the US including Diesel, GAP, Levi's, Polo, Tommy Hilfiger, Wrangler and Walmart.

Mr Ravi Jhunjhunwala, Chairman, LNJ Bhilwara Group, said, going ahead the company will continue to invest in R&D and new technologies to remain top-of-the-mind recall of global brands.

"Our present production capacity of 14 million metres a year has an inbuilt capacity to expand upto 28 million metres," he added.

The domain of new products includes poly cotton spectrum, autumn-winter, spring-summer, core products, shirting and technical textiles for work wear.

Mr Y. C. Gupta, Chief Executive Officer, LNJ Denim, said the new range of poly spectrum was in both rigid and stretch, and to make it skin friendly, the warp was made of polyester while the weft in cotton.

"Our work wear fabrics which are fire-retardant, self-extinguishing and odour free as it absorb sweats and water easily. The fire-retardant products are in demand and already being used by fire-fighters in Madhya Pradesh," he added.