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Now, a denim that repels oil, dust & water

Timsy Jaipuria | New Delhi

Next season when you choose your denim, do ask the brand retailer whether the denim is odourless, anti-bacterial, oil and water repellent, fireproof and water absorbent... Sounds incredible? It is actually possible. Soon there will be brands that will ask your choice and provide you with a product according to your needs, where you can go on without washing your denims for almost two years - it will neither stink nor get any fungus on it.

Making this possible is the LNJ Bhilwara Group company, RSMW Limited. Introducing these attributes for the first time ever anywhere in the world, the group has already provided a range of their flame-retardant product to the Madhya Pradesh Government, which is used by their firefighters.

The company currently supplies denim to almost 22 international brands like Diesel, GAP, Levi's, Tommy Hilfiger, Ralph Lauren, GAS besides 15 Indian brands in the premium range like Pepe, Spykar, Killer etc.

Talking about this in detail to The Pioneer, Chief Executive, LNJ Denim Business, YC Gupta said: "Understanding the dynamics of the fabric, our group has for the first time ever anywhere in the world launched a denim fabric which is chemically treated in a fashion that makes it fire-retardant, self-extinguishing and odour-free. Also there are fabrics which are hydrophilic, which mean it absorbs sweat and water easily, and hydrophobic, which repels water, dust and oil."

"We have created denim material which can provide you all these attributes separately, depending upon the choice and if required we also have techniques to mix all the five attributes in one fabric itself. So, as per the needs of the customer, the attribute can be picked up," he said.

Well, the story doesn't end here. You can also be the proud owner of a recycled denim and do your bit for the environment. So, next time when you retire any of your denims, think twice. This company also reuses the waste produced while creating the fabric to recycle and blend with other fibers, such as viscose and various forms of cotton, to reuse and form a new fabric.

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"With the awareness towards eco-friendly environment rising, we also have adopted this as an initiative and create a product which is made out of the recycling of katran or the waste that is left out while manufacturing a product out of the fabric. What we do is, that we recycle katran and break the pieces of fabric again into fiber and mix it with other blends of fiber to again create a fabric. Thus, not destroying the waste pieces we reuse them, but this increases the cost of the fiber from 10 per cent to up to 25 per cent," Gupta said.

On being asked if the company is also outsourcing the old denims from the public, he said, "Currently, we are not outsourcing the old pairs from the people because we have just created this fabric and we have launched it formally on the world platform. We have got a huge response of enquiries from various brands and international buyers so we will first look at the demand and if required, we might look at buying old pairs as well."

Company to double production capacity

LNJ Bhilwara Group's textile company RSWM Ltd on Friday said it is likely to invest about Rs 100 crore to its double denim production capacity to 28 million metres per year in the next three years.

"The demand for denim is growing. So we don't have an alternative than to increase our production. At present, our production capacity is 14 million metres per annum. It can expand up to 28 million metres," RSWM Chief Executive (LNJ Denim Business) YC Gupta told reporters here.

Asked by when the company is looking at expanding the capacity, he said it will look at increasing the production in the next

three years for which around Rs 100 crore would be required.

"We may look at investing Rs 100 crore for doubling the production capacity. Though we are not sure by when we will do it, but may be in the next three years," he said.

The company, which sells textile brands like Mayur Suitings said its current focus is to operate in the high-end premium and in the more value-added segment by the next year.

"Our aim right now is to take our product to the higher level, to upgrade from premium to high premium. For instance, we currently supply for Levi's Signature brand. We would like to move up and supply for Red Tape, which is more value-added and high-end product of Levi's," Gupta said.

RSWM has sales of Rs 1,500 crore, 10 per cent of which comes from its denim business. The volume of the Indian denim market is estimated around 590 million metres, a major chunk of which is held by Arvind Brands and Raymond.

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