

Indian Textile Companies Taking Up Sustainability Route

- GHCL Becoming Synomous With Sustainability
- Launches Rekoop Bedding Made out of PET bottles



RS Jalan, MD, GHCL

Textile Major GHCL, (Gujarat Heavy Chemicals Ltd.) recently unveiled Rekoop which is made by recycling PET bottles into the most eco-friendly polyester fiber in the world, manufactured by Reliance Industries Limited. This fiber is blended with cotton, spun into a Chief Value Cotton yarn, woven and then processed into an ultra-soft fabric. The bedding made from this fabric is truly sustainable and free of any hazardous chemicals. Molecular tagging of the recycled fiber through the CertainT platform of Applied DNA Sciences secures source verification and complete traceability.

“At GHCL, we are always very conscious of the impact of our business on the society and environment. Plastic pollution is an increasing cause for concern all across the world. A million plastic bottles are bought around the world every minute and the number will increase by another 20% by 2021. A mere 9% of these bottles are recycled, with the rest finding their way into landfills and into oceans, leading to an

environmental crisis if nothing is done about it. By collaborating with Reliance Industries Limited and Applied DNA Sciences we are taking a small step towards reducing plastic pollution. The customer today is increasingly becoming conscious of the environment and is shifting to environmentally friendly products. We anticipate a huge demand for the “REKOOP” products especially by the ecologically conscious buyers,” said RS Jalan, MD, GHCL.

Rekoop as a concept aims at using recycling as a means to make the world a happier and healthier place. Recycling lowers the demand for petroleum extraction, reduces the emission of greenhouse gases and decreases the overall carbon footprint. It also aids in landfill reduction and conservation of water, energy and the environment.

Operating its home textiles facility in Vapi, in the state of Gujarat, India, GHCL has integrated the new CertainT verified PET fiber into its production process, from spinning to weaving to finished processed fabric. One of the leading manufacturers in home textiles in India, the plant boasts an annual production capacity of 36 million meters of finished fabric per annum.

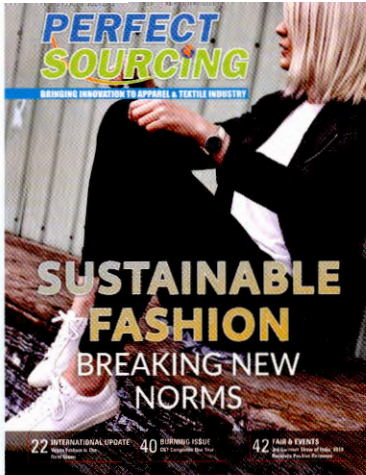
The company feels that the demand for such products will rise as the market

has grown and the consumers are ready to pay for highest quality goods provided with eco-friendly connection. In the last few years the growth for sustainability has been a bit slow, but now that people are becoming aware of it the demand can grow at a faster rate and the reason for this is awareness by campaigns such as Make in India, and companies like Reliance which support sustainability plans.

Since recycled fibres go into the making of Rekoop cotton rich bedding, which makes them sustainable molecular tagging of the recycled fiber secures their authenticity and traceability to the origin. This goes beyond mere paper or system oriented traceability.

GHCL is one of India's leading manufacturers of Home Textiles, with in-house spinning unit having capability to manufacture multiple varieties of 100% cotton and blended yarns at various facilities. GHCL is known as perennial innovators in bed linen category with some of recent innovations in the category of ‘sheets’ which include the perfect fit, Easysheet, Microtwill, celliant, exl wrinkle free sheets, versatile–reversible sheets, soft wash percale and sustainable fibre dyed sheets.





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Reflections

SUSTAINABILITY ACHIEVING NEW SCALES GLOBALLY

Sustainability is the buzzword for many years but now the growth in the segment is reaching new dimensions because the GENZ and millennials all over the world have become highly cautious of what they wear and whether the garments that they are using are manufactured in right way and under right conditions. Sustainability has become the focus of leading retail chains like H&M, Zara, Asos and many more as they have added separate shelves for such clothing at all the stores. The consumers are not only looking for value and fashion but, also want to track the complete cycle of product to find out whether the clothes they are wearing are made under good conditions without causing harm to environment and people.

Globally textile companies have also started introducing latest innovations in sustainable segment and are launching products that are made out of environment friendly products like organic cotton, BCI cotton or using waste products like PET bottles, plastic bags, rugs and many more. GHCL a vertically integrated company introduced Reekoop, which is made out of plastic PET bottles. Other than that Lenzing Fibres, Aditya Birla Group, Reliance Industries and several others have joined the league of manufacturing sustainable products.

The market for sustainable fashion is catching up fast and everyday new brands are coming up with sustainable fashion. Our team found more than 200 specific brands that are working and launching sustainable clothing.

Also, vegan clothing is a new concept that is catching up very fast because of the way it is being made. Most of the clothing directly or indirectly uses chemicals and raw materials that harm animals and vegan clothing aims at avoiding such methods.

In this issue you will also read about the recently concluded exhibition Garment Show of India, a b2b show that brings all garment manufacturers catering the domestic market that was organised by Saina Events. The exhibition was highly successful as it saw who's who of apparel retail industry and more than 10,000 visitors came to see latest trends in men's, ladies and kids wear. The success of the show indicated that the apparel industry of India is a new alternative for everyone who is connected to apparel manufacturing whether for exports or for retail and is a good way to balance the business in phase of downfall.

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Sustainable. Traceable. Bedding.

Rekoop bedding is made by recycling PET bottles into the most eco-friendly polyester fibre in the world, manufactured by Reliance Industries Limited. This fibre is then blended with cotton, spun into a Chief Value Cotton yarn, woven and processed into an ultra soft fabric. The bedding made from this fabric is hazardous chemical free, durable and easy to care for. More than anything else, it is sustainable. Recycling PET lowers the demand for new petroleum extraction, reduces the emission of green house gases & the overall carbon footprint, conserves energy & water in the process and helps in landfill reduction. Molecular tagging of the recycled fibre through the CertainT platform of Applied DNA Sciences, secures source verification and complete traceability.

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