



# Newsletter

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## Amicor<sup>TM</sup>\*

### THE INSIDE STORY

'CLOTHING IS THE FIRST STEP TO BUILDING A CHARACTER' THESE WORDS FROM THE WORLD RENOWNED HOLLYWOOD STAR SYLVESTER STALLONE HOLD A LOT OF TRUTH IN TODAY'S TIME. THERE IS A LOT THAT GOES BEHIND CLOTHING AND WHAT YOU WEAR REFLECTS A LOT ABOUT YOUR PERSONALITY. GIVEN THAT, A LOT OF RESEARCH AND SCIENCE HAS GONE BEHIND MAKING YOUR CLOTHES COMFORTABLE AND ELEGANT. AT THE SAME TIME, A LOT OF IMPORTANCE HAS BEEN GIVEN TO SHAPE UP CLOTHES THAT ARE HYGIENIC AND ENDURING. IT IS HERE THAT FIBRE PLAYS A CRITICAL ROLE IN DETERMINING THE LIFE OF A CLOTH.

One name that has become prominent in the recent years is Amicor. This is basically an anti-microbial fibre which is a product of the Thai Acrylic Fibre Limited, a company that is part of the business conglomerate, the Aditya Birla group. It was developed way back in the 1990s by Acordis through intelligent fibre technology and is currently protected by two patents. Through this technology, the fibre develops the ability to diffuse or incorporate additives albeit in a very balanced manner. They get stored in the tiny gaps and get released on the surface on a 'need' basis. Due to this, the surface is replenished from time to time with sufficient anti-microbial action and this results in many benefits.

#### STRUCTURE

As per the industry experts, Amicor is called as the intelligent fibre of the 21st century. This is basically available in two versions, one is the Amicor AB

(antibacterial) and Amicor AF (antifungal). It finds its base from acrylic and has the flexibility to blend with several fibres such as nylon, cotton, wool, viscose, Tencel, polyester, Courtelle. It is available as a Staple fibre and given its blending nature, it needs to be used anywhere between 20% and 30% while the rest is other composition. This can also be converted into products through conventional techniques such as nonwoven processes and yarn spinning. This is one product which is endorsed by international testing standards such as JISL 1902:2002 and scientific studies. It has the 'Seal Of Approval' from British Allergy Foundation, it is class 1 certified by Oeko Tex Standard 100 and is fully compliant with BPR Legislation.



#### PROPERTIES

There are many reasons why Amicor has become the sought after fabric for many textile entities so let us have a look at few of them:

#### SOFT & SMOOTH

For starters, this fibre is safe, gentle and soft especially to the skin when worn. Hence, you find this being used extensively in hospital, consumer and contract laundering. The washing can be done normally and any age group individual right from babies to elderly citizens can wear it.

#### DURABLE

It is a tried and tested truth that Amicor can be washed upto 100 times and the efficacy still remains. That way, it has a very long shelf life with top notch quality.

#### DYEING ADAPTABILITY

Amicor can blend in with other fibres and can come up with the most delicate and darkest shades. It can produce pre-dyed fibre with specific shades. Apart from the above, Amicor can be made into a variety of staple lengths and decitexes which means it is easily customizable as per specifications. The technical excellence of this fibre is outstanding.

#### BENEFITS

Amicor is not just Antibacterial but it has a 3 in 1 speciality. It provides effective protection from Bacteria/ Fungus & House Dust mite Allergens. There is no other fibre available so far with such versatile and effective properties.

The antimicrobial testing is done by internationally recognized test protocols to validate product claims in end product. Now, this form of testing and examining is pivotal because it is very important for Brands.

It is the strongly recommended fibre for even babies and it has also quite a number of characteristics which are environment friendly. Given its various features, Amicor is used even in the most challenging and demanding markets like EU.



Defense applications such as socks, jackets and blankets.

Amicor finds its extensive use in the manufacture of fibres related to Beds and Beddings, Socks, Hospital and healthcare uniforms, Innerwear & Sportswear, Denims, Carpets, Towels & Wipes and last but not the least the Baby Products.

A study reveals that an average individual spends nearly one-third of his/her lifetime in bed so it is imperative to have a safe and hygienic environment in the bedroom. Amicor finds a strong purpose here as it prevents fungal spores, dust mites, reduce allergens thereby ensuring complete sleep protection

Amicor has strong traits and hence it finds its use largely in Military &

It is a clearly branded product and it comes with very good marketing story and Hangtags.

#### CONCLUSION

If one has to speak about the prowess of science and technology then Amicor can be quoted as the classic example which has revolutionized the very quality and standards of textile industry. All those products which carry the Amicor, Amicor Breathe, Amicor Pure, Amicor Protect trademarks reflect the constant effort to raise the bar and make it more robust and enhanced. The ultimate objective is to provide maximum comfort and safety for the end user and Amicor has been living up to the expectations in a very big way.



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