



TechTex India

April - June 2007

Focusing on Technical Textiles & Nonwovens

BCH Newline

www.bch.in

Made in India...

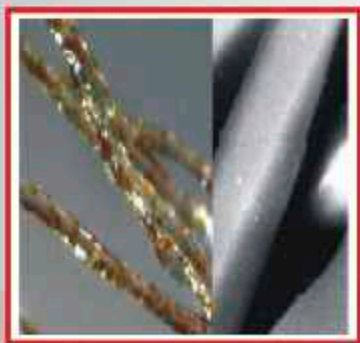
Anyone interested ??

Made in Anywhere...

India interested !!



Technical Textiles Nonwovens



New Fibre Technologies Unveiled
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From the MD's Desk



Mr. Samir Gupta, MD, BCH

“We at BCH believe that Technical Textiles and Nonwovens play a very important role in the transformation of a nation from a developing to a developed one”

At a stage when the Indian economy is all set to experience robust growth across all sectors we firmly believe that this fiscal budget has further facilitated the growth of the industry. Though overall budget proposals have invited mixed reactions from the industry they are somewhat in line with our expectations with regard to the textile industry.

The extension of TUFs will certainly assist in establishment of new ventures enabling companies to plan for expansion and modernization according to the latest trends of the market. This will help facilitate the process of Indian companies moving beyond producing basic textile products and bringing innovation in the form of novel applications such as technical textiles and nonwovens. The taxation structure even though complex will not hinder the economic growth thus bringing in more investments. Increase of GDP to tax ratio from 9.2% to 11.4% is happy news for the nation. Slashing of custom duties on manmade fibers and yarns, DMT, PTA and MEG etc. from 10% to 7.5% will give a fillip to the textile sector in the country but still we feel that they are not in line with global levels as CVD is still very high and therefore there is definitely a scope for improvement.

Overall, the policy initiatives taken up by the government have not only motivated the existing textile players but have also thrown up many attractive opportunities for forward looking entrepreneurs. As a result even the non-textile players are seriously thinking of investing their resources in the textile business, more particularly in technical textiles and nonwovens. The Indian textile companies are bullish on investments in foreign markets in order to have greater access to lucrative markets and are leading the M&A spree to capture maximum value in the supply chain. On the other hand foreign players are eyeing India either to establish manufacturing base for non-conventional textiles in order to achieve cost competitiveness or to make India as their preferred outsourcing destination. All this has proved to be a strong catalyst for the growth of the technical textile industry and we see a lot of investments coming up in the geotextiles and the health and hygiene sector to begin with. Not only this, with the retail boom in India the non conventional textile products are going to gain momentum as they will be available on the retail shelves of all the big players thus reaching a larger part of consumers. Retailing besides offering visibility to these products will also bring in price competition and here it is important to note that according to McKinsey study, for every 25% drop in prices, consumer demand increases three to five folds.

BCH is flooded with enquiries across all sectors of technical textiles and nonwovens and we are confident that the series of workshops, training courses and symposiums planned in 2007 will help bring in more clarity on the investments that will come forth in this industry. I hope you enjoy reading this issue of our news line in which we have highlighted the Indian scenario in various ways.

Lastly, your suggestions are more than welcome as they will help us deliver better. ■

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UGF 3 & 4, Arunachal, 19 Barakhamba Road New Delhi - 110001, India.

Tel - +91 -11 -23328130, +91 -11- 41520207. Fax +91 -11 -23316008, Email - info@bch.in

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If you have a product or service that you want to vend into this escalating global market place of Technical Textiles & Nonwovens, look no further. For the most effective way to show your presence through advertising in the BCH publication- **TechTex India** & website- www.bch.in, simply contact us at info@bch.in.

Reflections



TechTex India is a comprehensive source of information about the current happenings in the technical textile & nonwoven industry across the globe. The inclusive articles under various sub-heads of the industry are interesting and technically very sound. TechTex India hence, proves to be a good tool for co-ordinating and enhancing business between the companies across the globe.

Jacques Fritsch, Huntsman International India Pvt. Ltd., India

I have enjoyed the BCH publication. I was glad to see the geosynthetic and road design piece in the last newsletter. I feel strongly that transportation is a boom industry for geosynthetics in India.

Chris Kelsey, Editorial Consultant Geosynthetica.net

Your newsletter gained considerable attention; people eagerly read through the pages. This is not often the case in our conferences, and I am not flattered!

Norbert Kopf, Materials and Surfaces Training Institute, Germany

My special compliments to BCH team for the article titled "Global scenario". Its very informative & useful.

Rushin Vadhani, ATE Marketing Pvt. Ltd. India

TechTex India is a very professional publication. Impressive!

Dave Hill, Technical Absorbent Limited, UK

Cover Story



Made in India..... Anyone Interested?
 Made in Anywhere..... India Interested??

Evolving the way you think, evolving the way you perceive, evolving with the times you see...

This has been the mantra of how the world is functioning right from the day it began. World economy has seen a tremendous change from the last century to the present. India, being a country that was once struggling to stand by itself post independence has now made a place for itself in the international market and is likely to become world's 3rd largest economy by 2025.

The rise in activity in the global trade has led to an increase in the occurrence of mergers and acquisitions to develop trade relationships across the border. Corporate India's M&A growth rate outperformed the average increase of 32% in the Asia Pacific region in 2006 and ranked 3rd in this race. M & A's have also given way to newer opportunities in the field of technical textiles for international companies and national companies to explore the offers of the industry by having the best of both the worlds. Brighter opportunities are being sighted for India, not only as a production hub but also as a vast unexplored market.

So what reasons contribute to this farsightedness?

- Foreign exchange reserves have climbed rapidly from USD 40 bn in March 2001 to nearly USD 200 bn as of today
- India ranks 4th in the world in terms of Purchasing Power Parity
- The economy has recorded a growth rate of 6% per annum since 1990

• Current GDP growth rate is 9%
What are the products that are made in India and can be of a major interest overseas?

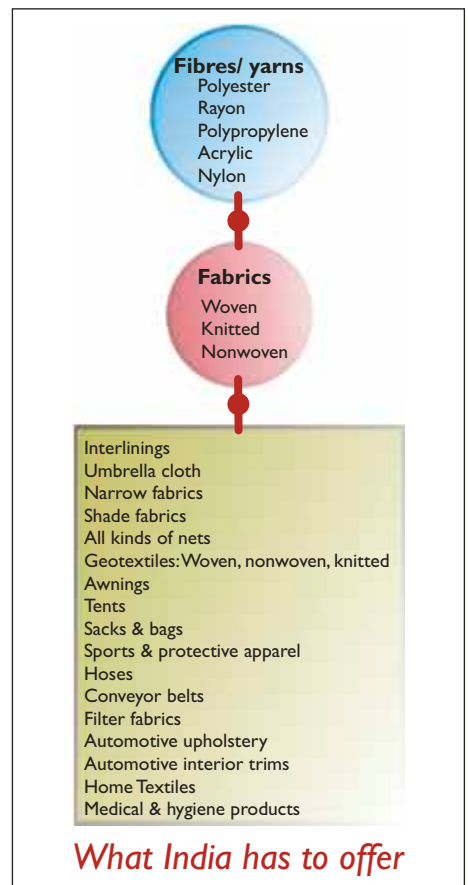
India has a very strong and diverse raw material base for manufacturing natural and artificial fibres. It has been known internationally for the production of fibres like cotton, silk, wool and jute. Of late India has also established a mark in the production of man-made and synthetic fibres mainly polyester, rayon, nylon, polypropylene and acrylic. It is the 3rd largest producer of raw cotton, 2nd largest producer of cellulosic fibre/ yarn, largest producer of jute, second largest producer of silk and 5th largest producer of synthetic fibre/yarn.

Talking about production and export of textiles and garments, India has a competitive advantage stemming from its position as a leading raw material producer; its large and relative low cost labor force, a large domestic supply of fabrics for conventional garments and the industry's ability to manufacture a wide range of products.

Fabric output is growing annually at a rate of 5% per annum. India's strength lies in its weaving capacities. Of the total fabric production, woven fabrics are produced the most with knitted fabric forming 18% of the total production. Not only this, but some of the Indian manufacturers have also begun with the manufacturing of all kinds of nonwoven fabrics. Presently India is producing needlepunched, carded, stitchbonded, spunbonded, high loft, etc. nonwoven fabrics. The exhaustion of the conventional textile and garment industry and a

keenness towards innovation and experimentation has opened avenues for technical textiles & nonwovens in India as India has a capacity based advantage in the technical textiles and nonwovens industry covering almost the entire supply chain.

The country's technical textile products, needless to say have not only a demand in the domestic market but also have a huge demand in the international market.



The domestic industry will surely climb upwards with technology upgradation and the support of the government. A keen interest by various industry stake holders will offer newer products in the coming times, thus making India a huge outsourcing destination.

Cover Story

If you have a product, India has a demand....

Before getting down to what exactly India requires now and in future, let us first have a quick review of reasons that have been responsible for the evolution of India as a bright market for almost all product categories falling under the umbrella of technical textiles and nonwovens. Growing middle class of 250 mn, improved standards of living, greater disposable income, increasing number of working women, retail industry on an upward movement are some of the factors which have made 'India Shining'. The 'National Integrated Highways' project envisaging around 13,000 Km of express highways, covering the entire country has highlighted the shift of focus towards development of infrastructure in India.

Your product can serve the Indian market ... know what and why..

Indian technical textile market is growing at an unimaginable rate, so much so that perhaps the domestic production may not be able to meet the massive explosion in demand. The present picture too clearly portrays that most of the existing demand is met by means of imports.

Machinery:

Machinery for all areas of technical textiles has a huge demand in India. Investors are ready but the need is of the right suppliers. Despite the huge demand, there are no domestic machinery manufacturers who can meet the need for hi-tech machinery. The demand has been greatly driven by not only those who are new to the industry, but also by those who are already a part but are willing to upgrade their current technology.

India's machinery requirement stood at Rs. 4,195 crore in 2004-05, 71% of which were imported. This forms a bright prospective market in India as lot of existing players are looking forward to upgrade their

existing resources to get into manufacturing of high-end products. There is also a set of new entrants who, being impressed by the prospects offered by technical textile products, want to come in as convertors. The most promising areas for them are medical textiles, geotextiles and also the ones who would like to add value to their products merely by the use of various functional processes, finishes & coatings. Price is an important factor for consideration while deciding the type of requirement one is looking for.

Fibres/Yarn:

Despite of having a multifibre base industry, the Indian Textile industry lacks in the production of high end fibres/yarns which are the food for technical textile & nonwoven products. Naming a few- high tenacity Polyester filament yarn, SAF, PTFE Filament yarn, aramid, spandex, nylon bulk filament, Polyester fleece, etc. are mostly fed through imports.

Fabrics:

Though India is a leader in the production of conventional textile products, there are very few domestic manufacturers for high-end fabrics viz artificial leather cloth, knitted nylon fabrics, PU coated fabrics for technical applications, flame resistant fabrics, fabrics for workwear industry & life jackets. The growing demand states that imports will form a major means of meeting this demand. The need is not only for the domestic market but also for convertors who manufacture in India for the purpose of exports.

Apart from woven & knitted fabrics, nonwovens now also have a crucial role to play in the industry. Total Nonwovens Consumption in India at present is close to 100,000 tonnes. No sooner will this figure jump to 200,000 tonnes by 2010 with a value of approximately USD 250 mn. India will have a room for all types of nonwovens fabrics be it

needlepunched, carded, spunbond, spunlace or thermo-bonded as domestic production is limited.

End products:

Though, India's capacity to manufacture end products is on a growth road, at the same time the fact cannot be neglected that many products manufactured from India fail to comply with the applicable standards owing to the lack of technology upgradation and availability of high end raw materials. India being a most likely candidate for immense usage of technical textiles and nonwovens, almost all categories of high performance products have a huge demand.

More than any factor, India's growing retail story has given a very positive direction to the consumer based

Products demanded in India:

- Surgical gowns, diapers, fem hygiene products
- Geotextiles, mainly for roads & highways
- Nonwoven interlinings
- All kind of protective apparel
- Textiles for application in agriculture
- High end textile products for effective Packaging
- Nonwoven filter fabrics

products that are still not made in India. Awareness is setting in before availability. The vivid demography and class variation in India has opened opportunities for all kinds of inferior as well as superior products to be offered. Even more importantly, the Indian Textile Industry is on an acquisition spree as India companies are buying business for all the good reasons. The purchasing power of the Indian market and the Indian industry is increasing thus having a great impact on the overall imports & exports of India. ■

Do you have products that Indian technical textile and nonwoven market would be willing to buy?

Technology Development/ Upgradation for Textile Industry: TIFAC Initiative

Dr. Vimal Kumar, Advisor, Dept. of Science & Technology

Technology Information Forecasting & Assessment Council (TIFAC), an autonomous body of Department of Science & Technology (DST), Government of India, New Delhi has a Mission Mode Programme on '**Technology Development/ Upgradation of Textile Machinery/ Processes/ Products**' under Umbrella Scheme of Technology Vision 2020. Objective is to enhance the technology competitiveness of Indian textile industry. The programme supports & facilitates development & promotion of textile processes, products, equipments, machinery and related components and its commercialization. The emphasis is also on textile processing, finishing, testing & quality assurance, energy conservation, pollution control & safety related processes and equipments.

TIFAC provides part financial assistance (maximum up to 50 % of total project cost) for Technology Development, on repayable basis, to the industries and R & D institutes, towards development & large-scale adoption/ multiplication of developed technology.

FUNDING SCHEME

Technology Development Assistance (TDA) caters to R & D/ technology development as well as application of new technologies at commercial level.

The project should generally be a tripartite/bipartite collaborative effort involving *industry partner, technology partner* (research laboratory/academic institution) and TIFAC. In case, the industry has in-house R&D facilities duly recognized by DSIR and no technology support is required from an external agency, the project can be a bipartite arrangement involving TIFAC and the industry partner.

Technology development/transfer fees payable to technology supplier/ developer, if any, for their expertise in design, development, detailed process/product technology, testing facilities etc. can be included in the total project cost.

Financing Pattern

- Contribution of industry partner (equity) at least 33 % of total project cost (excluding land & building). Technology Development Assistance from TIFAC: up to 50% of the project cost (excluding land & building).
- Balance fund requirement, if any, to be arranged by the promoter from other funding agencies.
- Technology Development Assistance contribution is payable in 3 instalments - 50%, 30% and 20% of TDA
- The first instalment from TIFAC is released after signing the agreement and as the Company/Firm invests 50% of their share. The next instalment is released after an assessment by the Project Advisory & Monitoring Committee, constituted by TIFAC for the project and also after the Company/Firm invests 30% of their share. Similar step is followed for the balance 20%.

Repayment Plan

- One year moratorium is allowed for repayment after the project period.
- **For applied R & D and development of equipment / process technology:** Technology Development Assistance is generally to be returned from the earnings that would be accrued through sale/ transfer of technology / products, made through the developed technology.
- **For commercial application of new technologies:** Technology Development Assistance is to be returned as per the following plan after successful completion of the project.
- Repayment of TDA, without any condition, would commence immediately after the moratorium period. Repayment to be made by post-dated cheques for 10 equal half-yearly instalments against the assistance received from TIFAC.
- Hypothecation: All the moveable assets to be created out of TIFAC funds should be hypothecated exclusively to TIFAC. Further, moveable assets (existing) belonging to the industry also need to be hypothecated to TIFAC equivalent to the first instalment of TDA from TIFAC.
- An agreement is required to be entered into by both the parties as per TIFAC norms.
- An intellectual/ new idea generated during the project would be common property of the project partners and would be patented in joint name.
- Income generated from IPR, if any, would be shared among the partners as may be agreed by both the parties.

Innovative ideas are invited from industries, R & D institutes, societies, in all the four segments of textile industry. Complete details including project proposal format, guidelines can be downloaded from www.tifac.org.in ■

Budget Highlights for The Indian Textile Industry 2007-08

Indian Textile Industry, the second largest sector after agriculture has witnessed an overwhelming presence in the economic life of the country in past few years. Apart from providing one of the basic necessities of life, the textile industry also plays a pivotal role through its contribution to industrial output, employment generation and the export earnings of the country. Currently, it contributes about 14% to industrial production, 4% to the GDP, and 17% to the country's export earnings. It provides direct employment to about 35 million people. Thus, the growth and all round development of this sector has a direct bearing on the improvement of the economy of the country.

The Finance Minister (FM), Mr. P. Chidambaram presented the Union Budget for the financial year 2007-08 on 28th February 2007 and said that the rejuvenated textile industry is geared to meet the global challenges. He has proposed several reforms for the textile industry.

Schemes

- The Government will continue to support the Scheme for Integrated Textile Parks (SITP)

launched in 2005. One of the main purpose of introducing the SITP is to provide the industry with world-class infrastructure facilities for setting up their textile units. The scheme would facilitate textile units to meet international environmental and social standards. Finance Minister, Mr. P. Chidambaram informs that under SITP, 26 parks have been approved out of 30 sanctioned. Government has proposed an increase in funding for these parks from Rs. 189 crore to Rs. 425 crore in the financial year 2007-08.

- Technology Upgradation Fund scheme intended to facilitate induction of state-of-the-art or near state-of-the-art technology in Textiles Industry will be continued during the Eleventh Year Plan. Allocations have been raised from Rs. 535 crore in 2006-07 to Rs. 911 crore in 2007-08.

- Allocation for the handloom sector will be enhanced from Rs. 241 crore to Rs. 321 crore. As before, handlooms will be covered under the TUF scheme. The government proposes to develop additional 100-150 handloom clusters in 2007-08. Health insurance scheme that has so far covered 3 lakh weavers will now be extended to more weavers. The scheme will also be enlarged to include ancillary workers.

- The coir fibre has been identified as an eco-friendly fibre and a significant earner of foreign exchange. The government proposes to invest Rs. 22.2 crore in a scheme for modernisation and technology up gradation with special emphasis to major coir producing states like Kerala, Karnataka, Tamil Nadu, Andhra Pradesh and Orissa.

Duties

- The budget proposes a reduction in duty on polyester fibres and yarns from 10 to 7.5% and on raw-materials such as Dimethyl Terephthalate (DMT), Purified Terephthalic Acid (PTA) and Monoethylene Glycol (MEG) from 10 to 7.5%. This will cut the cost of production for textile products which should be passed onto the consumer.
- Peak rate of custom duty on non-agricultural goods has been reduced from 12.5% to 10%.
- The Ad Valorem component of custom duty on textiles, fabrics and garments has been reduced from 12.5% to 10%. However, there is no change in specific component of customs duty.
- Optional excise duty on nylon fish net fabrics has been increased from 8% to 12%.
- Excise duty exemption on specified textile machinery items has been withdrawn and 8% excise duty has been imposed.
- CST rate reduced from 4% to 3% with effect from April 1, 2007.

Impact

- Budget being favourable for synthetic fibres in terms of duty changes may make them little more attractive.
- Extension of TUFs will go a long way in attracting investment in the sector and is the highlight of this budget for this sector.
- The increased funding for SITP is also a welcome step to create artificial clusters for textiles. This increased outlay will help in expediting the growth of these textile parks and in turn lead to long term benefits for the industry.

Overall there are no major surprises for the textile sector in this budget. Although much more was expected, but it can be safely regarded as positive budget for the Textile industry. ■



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Filtering out the Trends of the Filtration Industry

Unlike many other markets for Technical Textiles, which are gaining popularity in India in recent years, filtration market exists since long and due to its indispensable characteristics, it is evolving rapidly with all other technologies. You may not see them... you may not hear them... but, make no mistake about it, filtration efforts are constantly going around you. Everything from the water you drink to the air you breathe, the food you eat to the automotive fuel you use undergoes some sort of filtration process before it reaches you.

Catalysts triggering growth in filtration include an ever-increasing awareness among consumers and filter media suppliers along with increased emphasis on legislations by the Government. New global threats such as global warming and diseases are raising awareness of filtration needs to the general public. In addition to regulatory influences, there are a number of trends and factors impacting the direction of the filtration business. At the macro level, enhanced universal demand for finer degree of separation continues to be a major driver across the board in all segments of the business.

Filters-Types & Products

Heralded as one of the fastest growing markets for textiles, filtration applications are divided into two main areas- Dry or Air and Wet or Liquid. However, within these two categories there are myriad subcategories ranging from blood, petroleum, food processing, swimming pools and water filtration for wet applications to industrial heating, cabin air filters in automobiles, ventilation, and air conditioning (HVAC) and home air cleaning systems, power generation for dry applications to name a few..

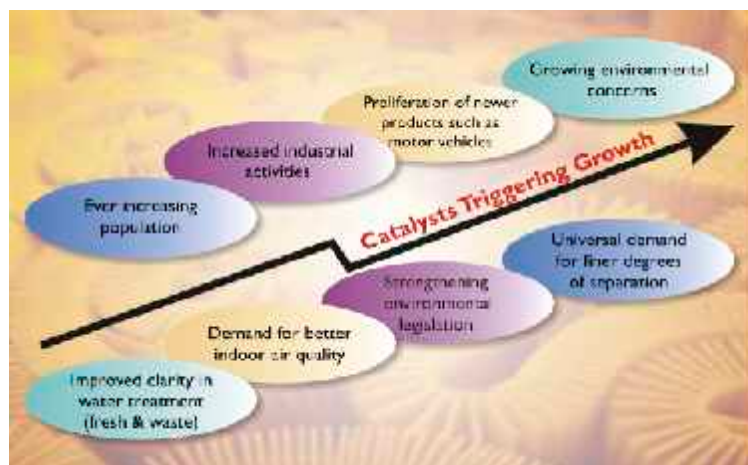
Wrapping almost all industries for varied applications, the demand of this industry is not only varying but also challenging. There is no such concept as one filter medium that works in all filter applications. Some filter media are designed for single use whereas others must perform under repeated cleaning conditions. Textile materials especially woven and nonwoven fabrics are particularly suitable for filtration because of their complicated structures. Due to their structures, textile fabrics have high filtration efficiencies. Textile filtration media differ from one another in a variety of ways. These

include fabric forming technologies, finishing techniques, fibre size and pore size. The correct type of filtration media for each individual application thus generally depends on the desired performance, thermal and chemical conditions and the price requirements. To provide a quality, cost-effective product, manufacturers focus on several main areas when creating media material which include flow rate, pressure drop, loading capacity, efficiency and low cost. The importance of each of these ratings depends on the segment and the end use in which the media will be applied.

The conventional filter cloth used cotton, wool, viscose etc., however, filters have to perform- often for extended periods of time- in challenging environments where thermal stability and/or chemical resistance are paramount to performance, thus synthetic polymers like nylons, PVC, PPS and fluoropolymers are now being used to a greater extent as suited to specific environmental situations.

Markets

The market size for fabric filter systems was estimated to be around US\$4.5 billion spread throughout 24 distinct geographical regions of the world. The world market for filtration media will rise to over US\$6 billion in 2009, according to McIlvaine's report.



With the growing environmental concern, the filtration business in India is now being viewed as offering many opportunities for companies to penetrate into, with both new and existing technologies. With a very few players in this industry, the India's filter market is estimated to be US\$68.80 million market and is expected

to grow manifolds in coming years.

Both woven and nonwoven filter media are being used for varied applications in the Indian Industry. However experts believe that with growing concerns, the role of nonwovens in filtration will continue to increase due to product diversity and the ability to combine various products to meet specific filtration properties.

The filtration market in India is thus definitely growing and continues to draw strong interest from woven and nonwoven producers and raw material suppliers who are planning to expand their arms in the emerging markets. ■

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Indian Textiles Industry Offers a 'Sporty' Ground

It seems that 21st Century belongs to India & the Made-in-India tag is going to be an important part of the sports wear and sports goods industry. Consolidation by way of mergers and Acquisitions have become common, competition is treated as healthy and endorsements by leading players outlines a scoring trend in emerging markets. Big names like Adidas, Asics, Decathlon, Fila, Gilbert, Gore-Tex, Lotto, Nike, Reebok, Spalding, etc. are presently manufacturing in India through outsourcing contracts with domestic companies. BCH brings to you the emerging player: **SPORT TEXTILES** in the field of Technical Textiles.

The Indian Field

Besides developments in the textiles industry, great sport events and brand-sponsored idols have set the trend for sportswear and accessories in India thus making it not only a vibrant market but also a manufacturing destination. The augmentations in the sports and leisure industry have resulted in the use of Technical Textiles in different sports items as these textiles fulfill various functional requirements such as light weighted ness, moisture management, stretch ability, thermal regulation, dimensional stability, UV protection, insulation, anti microbial properties etc. desired by the sports fraternity. Following are the areas where India has been recognized as a class manufacturer & a favored outsourcing destination for various products under Sport Textiles:

- **Sports apparel:** This category mainly constitutes jackets, shorts, track suits, skirts, ski wear, swimwear etc. Demand for such products is mainly led through fashion, climate, functionality and spending power. As far as Indian market is concerned Adidas, Nike, Reebok are the market leaders in branded sports wear category. Others such as Puma, Fila, Lotto are also increasing presence. However, domestic brands have also sprung up and provide low priced solutions. Total size of branded sports wear market in India is approx. US\$ 87 mn. Some of the top Indian sports wear manufacturers include, Matrix Clothing, Gokal Das Exports Ltd., Ambattur Clothing, Aryan Apparels, SP Apparels etc.

- **Sports footwear:** Approximately 20% of the components used in the sports shoes are textiles out of which shoe uppers and lining on the counter, socks below the shoe uppers are made of textiles & constitute 95% of the total textiles used in sport shoes. The sports footwear industry has witnessed a healthy growth of around 10 - 12% p.a during the last decade & has grown to a value of US\$ 1.39 bn. Global brands are mainly outsourcing from Indian companies such as Lakhani & M&B Footwear & others.

- **Sports composites:** The Indian sports goods industry manufactures a wide range of sports goods encompassing as much as 318 different items & textiles are used as raw materials in certain sport items such as inflatable balls, cricket protective equipment & boxing equipment etc. The market size for selected sports goods using technical textile fabrics is estimated to increase at an annual growth rate of 8-10%. The major producers of sports goods are Mayor & Company, Cosco (India) Ltd., Soccer International, etc.

- **Artificial turfs, sleeping bags, ballooning and parachute fabrics:** The major users of sleeping bags in India are military forces & para-military forces, which account for 90% of the consumption & the major requirement of the raw material- Nylon taffeta, is met entirely through imports from Korea, China, UK. Similarly, artificial turf

or synthetic grass is not manufactured in India & Holland, Germany, Argentina, are the forces. main sourcing destinations. Further, balloon fabric, which is used for advertising, sport & recreational activities & transportation, has a very insignificant volume of production in India. So is the case with parachute fabrics of which the major consumer is the defence forces.

The Sports wear and sports goods industry is showing healthy growth in India, thus pointing towards a promising growth in the consumption of Technical Textiles. The Indian consumer is becoming aware of the right products available in the world and the Indian manufacturer is even more excited with this awareness creation. Though there are milestones to achieve. ■

We are outsourcing only 5-10% of raw material from countries like China & Taiwan. India is no more behind in producing world-class quality products. **Mr. Sanjay, Managing Director, Aryan Apparels & OE vendor for Adidas women's wear.**

India is simply an 'excellent' retailing destination & market for sports wear & sports goods is growing in multiples. Indian consumer shows immense interest towards that 'sporty' look. We are absolutely contented for Adidas products that are being manufactured in India. **Mr. Andreas Gellner, Managing Director, Adidas India Marketing Pvt. Ltd.**



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Tel : 65 6735 3386 Ext 109
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Contact Person: Gillian Lim

America
CMP Asia Ltd - San Francisco
Tel : +1 415 947 6508
Fax : +1 415 947 6742
Email : aiswck@cmp.com
Contact Person: Alexis Kwok

China
CNTA Science & Technology Co Ltd (CNTA)
Tel : 86 21 6454 5558 ext 2147
Fax : 86 21 6451 2993
Email : info@cnta.org
Contact Person: Zhang Bo

Europe
Austria, Belgium, Denmark, France,
Germany, Netherlands, Sweden, Switzerland,
Russia, Eastern Europe
Tel : +32 2 6443306
Fax : +32 2 6469326
Email : adrian.beuvingen@compalls.com.sg
Contact Person: Adrian van Beuvingen

Europe & Middle East
Finland, Ireland, Norway, Portugal, Spain,
Italy, UK, Egypt, Middle East, Brazil
Tel : +32 2 6461606
Fax : +32 2 6481606
Mobile : +32 497 050755
Email : paolo.rampetta@cmpasia.com.sg
Contact Person: Paolo Rampetta

Japan
CMP Japan Co Ltd
Tel : 81 3 52951020
Fax : 81 3 52951018
Email : fangliu@cmjapan.com
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Forthcoming Events

April - June 2007

IDEA 2007; www.inda.org
24-26 April; Florida, USA

Techtextil Rossija 2007; www.techtextil.messefrankfurt.com
29-31 May; Moscow, Russia

International Nonwovens Symposium; www.edana.org
30-31 May; Berlin, Germany

Techtextil; www.techtextil.messefrankfurt.com
12-14 June; Frankfurt, Germany

Advances in Textiles, Machinery, Nonwoven & Technical Textiles- ATNT 2007; www.atnt2007.com
18-20 June; Coimbatore, India

The Future of Medical & Industrial Nonwovens;
www.intertechpira.com
20-21 June; LA, USA

Training Workshop cum Symposium on Textiles Coatings & Lamination; www.bch.in
22-24 June; New Delhi, India

July- September 2007

ISPO Sport & Style; www.ispo.de
08-10 July; Munich, Germany

MEDTEX07; www.bolton.ac.uk/uni/research/medtex07
16-18 July; Bolton, UK

World of Wipes Conference; www.inda.org
23-25 July; GA, USA

Training Workshop & Symposium on Geotextiles;
www.bch.in
09-10 Aug; New Delhi, India

ITMA 2007; www.itma.com
13-20 Sep; Munich, Germany

International Nonwovens Technical Conference;
www.inda.org
24-27 Sep; Georgia, USA

Outlook 2007; www.edana.org
26-28 Sep; Lisbon, Portugal

October- December 2007

Techtextil India; www.techtextil.messefrankfurt.com
10-12 Oct; Mumbai, India

Link with India; www.inda.org
16-18 Oct; Mumbai, India

SINCE 2007; www.since2007.com
22-24 Oct; Shanghai, China

Training Course on Nonwovens & Absorbent Hygiene Products; www.edana.org/ www.bch.in
Nov; New Delhi, India

Filtration 2007; www.inda.org
13-15 Nov; Chicago, USA

HIGHTEX 2007; www.hightex2007.com
30 Nov-02 Dec; Istanbul Expo Center, Turkey

Training Workshop on Automotives & Sport Textiles;
www.bch.in
Dec; New Delhi, India

Associating with the Associations... Linking the Elements

In the current scenario, Trade Associations are stepping forward as mentors thus paving way for an improved and a timely performance by the industries of the world. These associations that represent the interests of their members and countries take the lead in developing programs that help their members to compete in a global environment and provide them with outstanding benefits. The need of the hour is to unify the diversified interests of all and serve a platter full of benefits in a way that provides a win-win scenario for all. We all want to achieve our goals in the shortest time without compromising on the quality of work.

India's economy is on the fulcrum of an ever increasing growth curve and is expected to become the third largest economy in the world by 2025. With a large textile manufacturing base, focused R&D efforts and technical manpower, India offers immense investment & market opportunities. Western markets are looking for emerging markets and India is the most likely candidate to look up to. The liberalisation of the domestic economy and globalisation in the form of increased integration has made India 'A *Befitting Platform for Business*' thus creating unprecedented opportunities for businesses wanting to participate in the Indian growth story. And, there comes the pivotal roles of the trade associations as a **linking chain** that carry forward the interest of their member companies to India.

To name a few efforts made in India by different Trade Associations across the world-

To give a boost to the Nonwovens Industry, **BCH** (Business Co-ordination House) shares a special relationship with **EDANA** (European Disposables and Nonwovens Association). EDANA, in co-operation with BCH, had organized its two highly-acclaimed nonwovens and absorbent hygiene products training courses, for the first time in India in November 2006. As a result of this successful "première" which witnessed both national and international participation, and in view of the on-going needs of the nascent nonwovens industry, the continued support was announced.

INDA (Association of the Nonwovens Fabric Industry), has also made a move to expand its arms in the emerging markets like India and thus aims to serve as a befitting platform for all its member companies across the globe. **TEXMAC**, the first Textile Machinery fair organised in India in January 2007 also brought together the major associations of the Industry across the globe like **ACIMIT** (Association of Italian Textile Machinery Manufacturers) **VDMA** (Verband Deutscher Maschinen- und Anlagenbau - German Engineering Federation) and **TEXBIMA** under one umbrella representing the interest of their member companies in new and emerging markets. Mr. Maurizio Vaglio, Director **TEXBIMA** expressed his positive view point towards making their move into the Indian market. **TTNA** (Technical Textiles and Nonwoven Association), Australia is exploring India as a market for future to join hands with the Indian companies. Mr. Alan Little, Director, **BTMA** (British Textile Machinery Association) visited India during Textile Testing Symposia held in January 2007 with a positive hope for developing textile testing facilities in India and thus willing to work together with other promising links of the industry to give positive direction to his vision for the industry.

Asia is emerging as a powerhouse for both production as well as end use consumption for various technical textile & nonwoven products and trade associations as representatives of the countries worldwide are playing a key role in identifying India as the most promising destination.

BCH a common platform created with an objective to form an interactive arena for all the people interested in technical textiles & nonwovens industry endeavors and invites all to join this joint race to ensure healthy and timely movement towards growth. This can be brought about by promoting the common and specific interest of the industry through PR activities such as holding joint events, feeding specific needs of the industry, collaborations, advertising and publishing, networking together, joint surveys regional, exchange of ideas and information.



TEXBIMA with Member Companies at BCH Showroom



Mr. Pierre Wiertz, General Manager, EDANA during the Training Course



Mr. Mauro Badanelli, Economics & Press Office, ACIMIT with Mr. Samir Gupta, MD BCH



Mr. Jean Michel, Technical & Educational Director, EDANA with BCH Team

...Co-ordinating with the Companies

Training Workshop & Symposium on Textile Coatings & Lamination

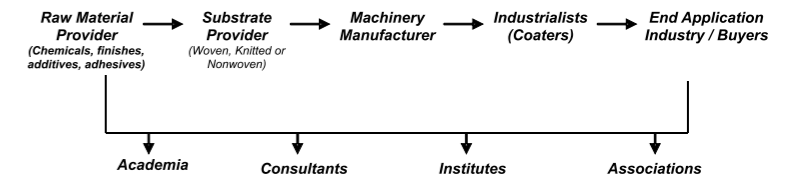


22nd - 24th June, 2007
New Delhi, India



Training Workshop & Symposium would focus upon:

- Outlook on Textile Coatings & Lamination: Products & Processes
- Overview of available raw material and substrates for Coatings & Lamination
- Technology behind the process and machinery
- End application industries for Coated & Laminated Textiles
- New Developments and technologies for Coated & Laminated Textiles
- Global and domestic market insights

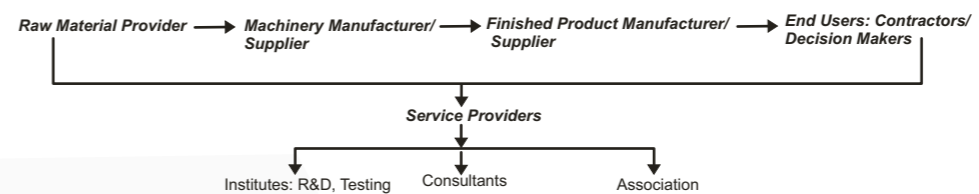


Training Workshop and Symposium on Geotextiles

Training Workshop & Symposium would focus upon:

- Indian & International Market scenario
- Geotextile- definition, products, classification, application, functions
- Geotextile products- Raw material, machinery, technology, cost, specifications, standards, civil engineering design
- How existing resources can be used to venture into manufacturing of geotextiles?
- Case studies
- Testing machinery- facilities available in India, recent developments

9th - 10th August, 2007
New Delhi, India



The global companies are targeting India either for establishing a manufacturing base, selling their products in Indian market, outsourcing from India or business tie ups. Hence, the need of the hour is to equip the Indian business houses with the apt and updated technological know how pertaining to the most upcoming industry of the times. The idea is to educate the audience with world class products offered from the entire value chain. For the execution, players from each category would be invited to be a part of the organising team.

**Associate as a co-organiser, avail the opportunity, meet the right audience...
...the purpose is to shorten the gap between demand & supply**



Make a Timely Move... Synergise with BCH



Dilo's latest development in the field of crosslappers, the Dilo Layer

Germany: Dilo Group at IDEA 07

The Dilo Group Dilo Temafa, Dilo Spinnbau, Dilo Machines and Dilo Systems - the leading machinery supplier for the nonwovens industry will be showing nonwoven products at booth # 520 in IDEA'07, to be held from 24-26 April at Miami Beach, FL, USA. Dilo offers complete production lines of the different process technologies for all kinds of disposables and durables such as domestic and geotextiles, automotive and technical applications, filters, artificial leather and natural fibre fabrics as well as for lightweight webs which may be used in cosmetics, medicine and hygiene. Dilo would also be displaying their new crosslapper series Dilo Layer and Hyper Layer at the event.



(L-R) Mr. Mazchrzak, CEO, Lentex & Mr. Brabant, CEO, Asselin-Thibeau

France: Lentex Invested in a New Spunlace Line

Lentex, the largest Polish nonwoven producer, placed an order with NSC nonwoven for its second spunlace line. This new line will be dedicated to technical applications, such as automotive and filtration products. This turnkey contract led by Asselin-Thibeau, includes the spunlacing equipment from Rieter Perfojet. The co-operation agreement between NSC and Rieter was a decisive factor, since Lentex was looking for a synergy and a global know-how. Among other innovative solutions, the Lentex line includes the ProDyn® technology and the BattCruise system, new system immediately placed after

the Asselin® crosslapper. This new system allows producing light nonwoven fabrics at a continuous linear speed with even overlaps and straight edges, increasing crosslapping quality, evenness and productivity. The line also includes the first Excelle® card and the second EasyWinder which will be running in Poland. The Lentex production line capacity remains confidential. The production start-up is expected towards the end of 2007.



Switzerland: Silpure® Alliance between Huntsman Textile Effects and Thomson Research Associates

In a joint statement Thomson Research Associates of Toronto, Canada (TRA) and Huntsman Textile Effects of Basel, Switzerland (HTE) announced that the two companies have agreed to work together in developing & marketing TRA's Silpure antibacterial technology. Silpure is a registered trademark of Thomson Research Associates Inc. Silpure utilizes the natural ability of silver

to limit the growth of odor-causing bacteria and represents a new generation antibacterial technology for topical application to textiles. "There is a growing demand among consumers worldwide for lasting freshness in garments, home, and technical textiles," said Paul Hulme, President Huntsman Materials & Effects. "Silpure® is a new technology, but its success is backed by over 50 years' experience of developing antibacterial treatments for use in a wide range of industries," said Dr. Laval Yau, President of TRA.

Transport Textiles

India: Raymond, Treves to Set Up JV for Auto Furnishing

Raymonds have been one of the major suppliers to the automotive upholstery industry. With a joint venture with Treves SA, US\$ 1.3 billion French company, the Rs. 2000 crore textile & apparel major Raymond is once again eyeing the booming automobile sector to enhance its business. The group is setting up to foray into the automobile furnishing sector with the JV expected to manufacture & sell furnishings of automobiles and related products. The JV will cater to the domestic and global markets. Raymond and Treves SA will form a 50:50 JV, to sell and distribute knitted and woven textiles for internal furnishing of automobiles and related products.





India: Reliance Plans Strategic Tie-Ups with Sportswear Brands

Reliance Retail is entering into the largest co-branded strategic tie-ups with leading international sports brands. Under the tie-ups, the Reliance Retail will sell sports apparels & footwear from Reebok, Adidas & Nike through its retail outlets under the 'Reliance' brand name. These brands would have a different positioning as compared to the established brands in the domestic retail segment. On the co-branded strategic front, Reliance Industries Ltd. will be supplying its functional yarns to the vendors of the international sporting companies, which will then sell these yarns to produce fabrics under the 'Reliance' brand name in the international market. Creating awareness among consumers in the international market about the 'Reliance' tag, is the prime objective & this strategy will substantially boost sales of these majors in India.



USA: Hudson, DuPont Launch New Membrane Technology for Bedding

Hudson Industries Inc. (a Richmond, Va.-based manufacturer of products for the medical and consumer industries) and DuPont (a Wilmington, Del.-based provider of science-based solutions for a wide range of sectors including apparel, safety, protection and health care, among others) have partnered to launch HMT (Hybrid Membrane Technology) for incorporation into luxury allergen-barrier bedding products marketed under Hudson's Science of Sleep® brand.

The technology provides the most efficient barrier to pet dander, dust mites, pollen, fungal spores, viral allergens and most microscopic allergens, according to the companies. The new line of bedding protection offers 95-percent efficiency after more than 50 washings.



India: Godrej JV with SCA to Produce Baby & Fem Hygiene Products in India

Multinationals are now focusing on establishing their presence in feminine hygiene protection & baby diapers - the fastest growing categories in the FMCG segment.

Realizing the vast potential, SCA Hygiene Products AB, Sweden & Godrej Consumer Products Ltd. (GCPL) have signed an agreement to form a Joint Venture Company which will manufacture & market paper based absorbent hygiene products, specifically sanitary napkins & baby diapers, in India, Nepal & Bhutan. The JV Company proposes to set up manufacturing operations in India & SCA will bring its world leading technology & brands for the Indian market. The range of products to be marketed by Godrej SCA Hygiene will be distributed across GCPL's well established distribution network spread across the country comprising over 2.5 million retail outlets. GCPL's 'Snuggy' brand will be sold to the JV company.



India: Lohia Unveils Baby LOFIL for Producing Multifilament Yarn

The biggest challenge for a woven sack manufacturer or narrow belt producer is to meet the raw material requirement of customized Polypropylene Multi Filament Yarn. In the view of this market need, LOHIA stepped in by introducing a very new machine - the BABY LOFIL for producing Polypropylene Multi Filament Yarn.

Some of the salient features of the machines are: Flexible production system for different shades, Special applications & specifically smaller lots; Quick changes in imparting yarn properties and color change; Compact design, thereby minimizing the required floor space; Negligible waste and operator friendly and aptly suitable for Fully Drawn Yarn. The High Tenacity yarn produced can be used in different applications such as Sewing Thread for woven Sacks, Narrow Fabrics, Furnishing Fabrics, Soft Luggage Exteriors and Binding Straps, Bag Packs, Filter Fabric, Apparel accessories like Belts etc.

India: Empowering Business through RETAIL

Retailing in India is gradually inching its way towards becoming the next boom industry. What makes Indian retail the fastest growing sector? The answer is market liberalisation, a growing middle-class, increasing incomes with increasingly assertive consumers.

India is witnessing tremendous growth and is viewed by a multitude of global companies as the next consumer market powerhouse. The overall Indian Retail Industry contributes 10% to the GDP, thus becoming the fastest growing sector in the Indian economy. The Economist Intelligence Unit (EIU) country briefing on India, 2005, estimates that the retail market in India will grow from US\$394 bn in 2005 to US\$608.9 bn in 2009. Out of the entire retail sector in India, the organised sector is only 2 per cent and the rest is unorganised. The current size of the organised retail sector is US\$ 7.5 bn which is expected to cross the US\$ 21.5 bn mark by 2010, growing at a CAGR of 30%, driven by changing lifestyles, strong income growth and favorable demographic patterns.

The structure of retailing in India is developing rapidly giving way to modern format retailing. There are about 300 new malls, 1,500 supermarkets and 325 departmental stores being built in the cities and these numbers are ever-growing with the increasing size of retail. The concept of 'Value Malls' is also becoming a hot part of the Indian retail story where branded products will be sold at rates which are 25%-30% cheaper. The Indian biggies like Aditya Birla Group, Pantaloon, Reliance, Tata, are opening their outlets all over India and have already tasted success. Then there are global retailers like Wal-Mart (with Bharti) who are coming to India through joint ventures with Indian companies. Besides this there are other players like Carrefour and Tesco waiting in the wings.

Classifying Indian Retail

Modern Format Retailers	Technical Textile Products (only pertaining to products sold off the shelf to direct consumer)	Traditional Format Retailers
<ul style="list-style-type: none"> → Supermarkets → Hypermarkets → Specialty Stores → Department Stores → Exclusive / Multiple Brand Outlets → Dedicated Brand Outlets 	<p>Medical Textiles : Disposable Hygiene Products (Diapers, Wipes, Sanitary Napkins) Packaging Textiles:Packaging material for perishable & non perishable food items Agro Textiles: Products for indoor plants Sports Textiles:Sports Footwear, Apparel, Equipment etc. Protective Textiles:Functional Clothing Industrial Textiles:Filtration media for vacuum cleaners, air conditioners, aqua guards etc. Clothing Textiles:Functional Apparel & Footwear Home Textiles:Blinds, Fibrefill, Upholstery, Floor Coverings etc. Construction Textiles: Awnings & Canopies Transport Textiles: Textiles used in automobiles</p>	<ul style="list-style-type: none"> → Kiranas → Weekly Markets → Village Fairs → Convenience Stores → Co-operatives

Technical Textiles and Retail: New Products offering Newer Perspective

Modern lifestyles has brought awakening amongst the Indian consumers about lot of new products and facilities, which were till date available only in the Western market, but were not well introduced to India. With growth in disposable incomes, the Indian consumer is emerging as more trend-conscious and shopping is no longer need based. Products for disposable hygiene, which were once considered a luxury, have now become regular convenience products. Household products such as home furnishings with antimicrobial and stain resistant properties are gaining popularity. Table linen and kitchen wipes with stain release and other similar properties are preferred more. Perishable food stuffs displayed and packed hygienically are gaining attention and can be sold in good numbers. Simply put, Indian consumers are ready to pay more for a product or service that has utility coupled with comfort. Therefore, there is an immediate need for the retailers to offer such hi-tech products on their shelves which cater to all class of consumers.

Reliance Retail Ltd. is expected to spearhead the retail revolution in India. The company aims to open stores in the top 70 cities within the next two years and have sales of over US\$20bn by 2011. **BCH brings to you an exclusive interview of Mr. Raghu Pillai, President & Chief Executive (Operations & Strategy), Reliance Retail Ltd. to unveil the future plans of this visionary corporate which is all set for a retail blitz...**

Contd...

Special Feature

Contd...

Q. We have come to know that Reliance Retail is planning to get into a business of around US\$20 bn by 2010. What is driving this?

Reliance board has recognized the opportunity in the organized retail in India and therefore we would like to take the leadership position in this trade. We believe it is good. It is not only a viable business opportunity but our chairman also believes that it is good for the economy and India is currently poised for executing this kind of a transformation initiative.

Q. Which segments do you think of the organized retail business are gaining pace in India or will be gaining pace in India in the next few years and why?

Fundamentally the largest opportunity is obviously food because that is where, we are spending a significant portion of our monthly income. It is also one of the categories where the level of value addition at which the industry operates is very low. And we believe there are huge opportunities in consolidating particularly the supply chain wheel and moving up the value chain as far as convenience and value added foods are concerned. After that we believe there are equally exciting opportunities in apparel, electronics and home.

Q. Reliance Retail is concentrating on opening Supermarkets all over India. We have heard that reliance would also be opening around 1000 hypermarkets in next 4 years. Does Reliance Retail really has such plans?

Yes, obviously. Hypermarkets are going to be very large piece of our ultimate business model and our current plan is to have hypermarkets in all the major urban cities in the country by 2010-2011. I don't want to comment on exact number but our objective is to be the market leaders in the country that means that we must have a presence in every city and town in this country and that is what we are going to do.

If the products under the category of technical textiles are quality products and can satisfy consumer's needs, then we're ready to meet at your door! You send us a comprehensive list of all the product categories and I'll get it circulated across the country.

Q. Besides regular consumer products the world has to offer some technical products known for their functional properties rather than aesthetics. Such products, categorized under the broad name of Technical Textiles, cater to both medium and high class consumers but to sell these in India awareness needs to be created. Is Reliance willing to offer such products through its retail shelves?

We are ready to offer any product which makes commercial sense and creates new markets or satisfies existing or potential needs of our customers. In whatever industry Reliance has been we have always been pioneers in innovation and creating markets. I have no reason to believe that retail would be any different. We'll certainly offer cutting edge products to the customer, which not only creates new markets but also improves the customer's efficiency and comfort level. If the products under the category of

technical textiles are quality products and can satisfy consumer's needs, then we're ready to meet at your door! You send us a comprehensive list of all the product categories and I'll get it circulated across the country.

Q. What is the Sourcing pattern that Reliance Retail is following? Are you ready to promote the products of the local manufacturers or are you planning some kind of tie ups?

It will be a bit of both. Our chairman's vision is that organized retail will prove beneficial for the Indian small-scale industry, the urban, poor and rural India. He firmly believes that it's a transformation initiative and very clearly the focus is on India and creating opportunities for the marginal Indian whether they are small-scale manufacturers or urban, poor or small traders through franchising opportunities etc. We believe that to achieve our objective of US\$20- 25 bn we must engage effectively with the larger part of India rather than only the upper class.

Q. Do you have different retail strategies for different regions across India?

India is a very heterogeneous country. It has got very different tastes, habits and requirements across the length and breadth. Very clearly there will be changes and depending whether they are in Punjab or Kerela, or Bengal on this side or Kutch on the other, the common strength that will spread through our all India strategy will be offering outstanding value to the customer.

Q. Does Reliance plan to bring low & high end luxury brand names in its stores or plans to sell products in its own brand name?

It will be a mix of both. Certainly private label will be a large part of our strategy. Very clearly brands have a market pull of their own and ultimately our objective is to satisfy the customer and give the customer what he/she wants. Whatever it takes whether it is a private label, local brands, regional brands or international brands, we'll make sure that full range will be available in our stores.

Contd...



Mr. Raghu Pillai, President & Chief Executive (Operations and Strategy), Reliance Retail Ltd.

Special Feature

Contd...

Q. Packaging plays a pivotal role when it comes to packaging of perishable goods. How do you view this statement and what measures have you adopted for this particular purpose?

Packaging of food products is something, which will evolve and will move gradually from selling largely commodities to selling value added and convenience foods. Whatever it takes in terms of packaging whether it is to enhance presentation, to conserve life or enhance shelf life of the products, we'll upgrade the latest and the best technology as far as packaging is concerned. We'll be at the cutting edge. We have a full organisation working towards that and we'll see that innovation is coming out of that as we roll out our products.

Q. What turbo charge do you think can give organised retail a big boost?

I think a larger share of the market, lot more stores. The country is really at the nascent stage so I think the more players there are that come into this sector the faster this organised retail segment will grow.

Q. Big retailers are coming to India like Wal - Mart and Carrefour. Most of those will have large budgets and an edge over technology. What is Reliance's USP over them?

As far as resources are concerned reliance is second to none. Reliance has a track record of having beaten the best of the world in any industry in which it operates refineries, gas exploration or telecommunication and we believe that competition is healthy and that we will have the capacity, willingness and ability to bring the business model that can take on the best of the world. Reliance is an Indian company and we believe that we understand the Indian customer so we welcome competition.

Q. We feel that Reliance Retail is self sufficient but we just heard that reliance is planning to take over a global retail chain. How far this statement is correct?

I am not aware of any such move. Insufficiently it does not in any way imply that we do not have global efficiency, that those are not necessarily related to each other. We'll get resources from all over the world to deliver the best composition to the customer. As far as taking over a global chain is concerned, I am simply not aware of any such move and therefore I have no comments to make on it.

Q. What is the key factor that will deliver your vision?

I think execution. The speed at which you want to deliver the number, the single biggest success factor will be our ability to flawlessly execute our chairman's vision. ■


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Packaging + Textiles + Retail: A Perfect Partnership

When you think about revolutionary technology, things like web-enabled cell-phones and interactive websites spring easily to mind. But did you know that there is a technology revolution happening right in your grocery cart? Absolutely ...it's the revolutionary packaging that has come in with the increasing size of retail!

The retail industry is a driving force in packaging material selections and packaging designs used in supply chains. It pays much attention to the consumer package, as well as the transport package as they both are important to ensure product quality, safety and low cost distribution. India is among the countries, which have seen some of the greatest changes in the packaging industry over the last few years due to the start of the retail boom that has hit India with its full force!

Picking the right package

The importance of packaging is obvious in this "time of truth." It is the "dress" of the product that will make the customer buy it. The question is how the firms choose their dresses. No matter what products needs to be packed, whether its food, daily household products, hygiene products or any other, the selection of the packaging material is driven by a variety of factors like those shown in the figure.

Textiles in Packaging:

Packaging includes all textiles packing material for industrial, agricultural and other goods. These materials are produced by textile forming technologies such as circular weaving, Raschel knitting etc. and are sold as fabrics on the roll or are formed directly into shaped bags, flexible intermediate bulk containers (FIBC) etc.

Selection of Packaging

- New consumer requirements and consumer trends
- New retail requirements
- New technologies with large potential,
- New requirements resulting from the food product and the food concept
- Distribution requirements
- Legal aspects
- Societal changes
- Increasing importance of sustainability and triple bottom line thinking (economic, social, environmental) for growth
- Movement of the supply chain towards a more automated, digital, and innovative approach, leading to packaging minimization and simplification
- Competition and globalization



Polyolefin (HDPE/PP) woven sacks are versatile packing materials used extensively in the packing of cement, fertilizers, thermo plastic raw materials, food grains, sugar etc. Such bags, when coated with LDPE, offer moisture proof quality and are therefore used for packing moisture sensitive goods. The major raw material suppliers are aggressively promoting HDPE/PP packaging for the existing as well as new areas.



FIBC's popularly known as **Jumbo Bags** are made from polypropylene (UV stabilized) circular woven fabric in widest range of coated/uncoated form with or without liners. These bags are supplied for bulk packaging of chemicals, detergents, food products, fertilizers etc. in different capacities of 750, 1000, 1500, 2000, 3000 and 4000 kgs. The weight of fabric could vary from 180, 200, 240 to 275 gsm. The existing players engaged in the manufacture of HDPE/PP bags, can diversify into jumbo bags as this market is picking up fast.



Soft Luggage as its name indicates is made up of woven fabrics made from nylon or polyester and are generally in the size ranges of 460mm x 340mm x 160 mm 790 mm x 620 mm x 280 mm. Nylon and polyester are the major raw materials used for this industry. Generally polyester is preferred over nylon because of cost effectiveness. Nylon though expensive is preferred in items where abrasion resistance is critical.



Food Grade Jute Bags are suitable for packing all types of edible commodities like food grains, groundnuts, oilseeds, potatoes, pulses, spices and host of other products both within India and abroad. A large potential market exists for food grade jute products made in India. Lately there has been a major shift from woven to nonwoven food bags that are used for packaging of food products and it is expected that 5000 tonnes annually of nonwovens will be consumed for the purpose. Polymer producers are aggressively promoting nonwoven bags for food packaging.

"The growing environmental need for reusable packages and containers is opening new opportunities for textile products in the market. These textile products range from heavy weight to light weight fabrics used for bags, sacks etc. The demand for packing material is directly proportional to economic growth, industrial production and trade."

Contd...

Special Feature

Contd...

Technology Breakthrough

Food dominates the shopping basket in India. With the introduction of food retail, the packaging industry is facing a challenge from the ever-growing demands of their customers who want food to remain fresher longer, as well as easy to handle, safe, healthy and packaged in environmentally-friendly materials. To meet the need for ready meals and convenience foods without compromising freshness and quality, food packaging is becoming more active and more intelligent. Food retailers invest heavily in design expertise to create exciting packaging to entice customers to buy premium food products, and to strengthen their competitive edge. Some of the technological advancements in packaging are:

- Intelligent packaging can change colour to let the customer know how fresh the food is and show if the food has been spoiled because of a change in temperature or a leak in the packaging.
- In addition to food safety, smart packages can assist in the area of food quality. For example, we're not that far away from having smart packages which, when you put them in the microwave to cook the product inside, will indicate when the product inside is properly cooked.
- Anti-microbial packaging materials are one of the most promising active food packaging applications.
- High-performance barrier coatings for food and display applications.
- Recent technological advancements have enabled the development of active packaging that prolongs food quality and shelf life. Active packaging interacts with food to reduce oxygen levels, or add flavours or preservatives.
- Food packages that self-vent in the microwave oven are another convenience-driven packaging format that is picking up some steam.
- One trend in fresh-cut produce packaging is an increase in the use of rigid plastic containers. One development currently underway that will accelerate this development is "the breathable tray."
- In the dairy industry, a nitrogen flushing technology is being used bringing a few extra days of shelf life to fresh milk in extrusion-blown HDPE bottles.
- Use of airlaid nonwovens consisting of superabsorbent fibres in the form of absorbent food pads is growing. Materials like TAL's Oasis super absorbent fibres have been a major choice of food packagers looking to best contain liquids.

Packaging will continue to gain in both importance and complexity in the future. The packaging industry in India is in an unusual situation. There are many companies who do minimum value addition but operate in the volume segment. On the other hand only a handful has the equipment for value addition and services, but here the volumes are moderate. Few companies, which have a healthy mix of the two operate in a niche segment and will survive in the long run. But in the last five years there has been a tremendous change in the types of substrates used for making packaging in India. The Indian packaging industry has a number of challenges to fulfil and surely there lies a tremendous scope for development. ■

DID U KNOW

- The use of high pressure water needles to entangle fibers has been used since the 1960's when DuPont first developed this Hydro entanglement technology we now call Spunlace fabrication.
- The first use of coated & laminated fabrics have been witnessed long ago in Egyptian times where the wrapping fabric for mummies were the coated materials.
- Floppy disk - a portable computer storage device consists of a special-purpose nonwoven anti-static fabric liner. The function of this liner is to clean the disk by removing debris from the surface of the media.
- Intelligent fibrous materials were first patented in Japan for silk yarn with shape-memory and for thermo chromic fabrics that changed colour with changes in temperature.
- Bitumenised hessian (coarse cloth made of the fibres of the jute or hemp plants) has been reported to have been used as portable Aircraft runway in India during 2nd world war.



Professionalism and knowledge at 360°



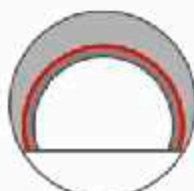
mapecom.it



PES woven geogrids coated PVC



PP and PES nonwoven geotextiles



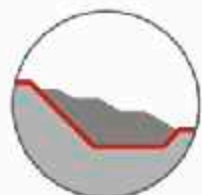
Tunnels



Erosion control



Reinforced walls



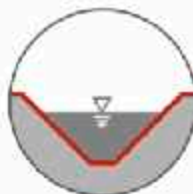
Landfills



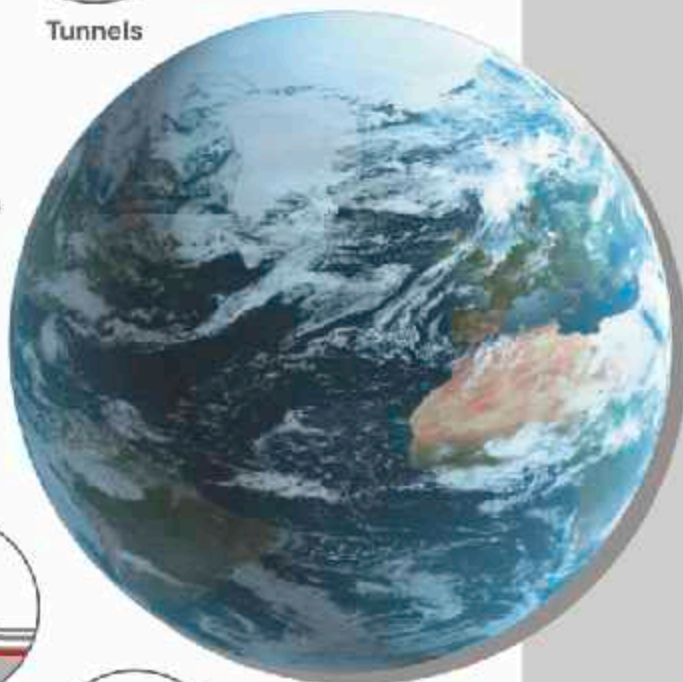
Railways



Roads



Basins



Filtration



Separation



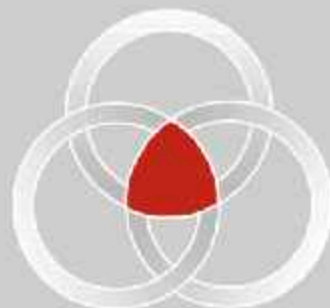
Drainage



Reinforcement



Protection



A key to success has always been the very strict relationship existing between the production, the sales personnel and the management. Those three elements allow Edilfloor SpA to achieve the most important result: the customer satisfaction.

New Fibre Technologies...Unveiled

Nothing is permanent in this ever-changing world. Least of all is the technology and so also the product. The development of a product starts with the selection of the raw material, and this is particularly important in higher value added textiles where it's the fibre properties that make the difference! With globalisation in full swing, it is the new fibre technologies that enable us to win the challenges that are approaching and to remain competitive.

That's the reason every day new fibres, yarns and fabrics are being added to the textile world...

Besides conventional textiles new fibres are increasingly used for high performance textiles commonly known as Technical Textiles. As this industry is progressing, fibres are entering into more novel and unexpected applications. Many Indian and International companies are introducing new fibres that are used in various application areas of technical textiles. There is greater emphasis on biodegradable fibres for ecological conservation and fibres with biological functions. To support these statements BCH puts forth some of the latest technological breakthroughs in fibres, which are increasingly being used, for various verticals of technical textiles and hold immense market potential.

Birla Excel: Timeless Fashion

Birla Excel is a man made cellulose fiber from the Aditya Birla Group's, Birla Cellulose Division and is the nearest ideal fibre known to mankind. It offers whatever consumers dream of in a clothing or a made-up. It is the only known standalone fibre, which is natural, ecofriendly, with high strength, high absorbency, excellent feel and a brilliant luster.

It has high dry and wet tenacities and therefore is easy to process in spinning, weaving and wet processing. The utility performance of Birla Excel is wide in view of an excellent dimensional stability both in process & residual. Birla Excel is skin friendly and permeates moisture to keep the wearer cool and fresh always.



Cross section of Birla Excel

Property	Value
Tenacity (GPD)	>4.2
Elongation %	12-14
Wet-dry tenacity ratio %	84
Moisture Regain %	13



Alice Roi Fall 2007 collection with XLA™



Alice + Olivia Fall 2007 collection with XLA™

Next-generation XLA™ stretch fiber: A new name in the fashion world

Dow's XLA™ is a unique, elastic fiber that is olefin-based and designed for durable, comfortable stretch performance with excellent heat and chemical resistance thus enabling a luxurious hand and incredible fit. **This next-generation XLA™ for denim is one of the many innovative products that support high-value, end-use applications especially engineered for garments that need exceptional comfort stretch and recovery and unparalleled shape retention.** Next-generation XLA™ resists harsh chemical treatments to allow for a variety of desired effects such as denim finishes. It maintains the authentic look and feel of cotton denim, with little to no shrinkage, sagging or bagging - even after multiple wears, machine washes, or dry cleanings. The new high-performance elastic fiber has been recognized by fashion insiders as the only stretch solution for denim due to its ability to withstand various chemical treatments that would normally damage a denim finish. Designers no longer need to sacrifice style for comfort.

OASIS SAF: The Future is Absorbing...

TAL's Oasis Super Absorbent Fibre (Oasis SAF) is truly a versatile, high performance super absorbent product. Oasis SAF fibre is a crosslinked terpolymer based on acrylic acid. The fibre has the appearance and improved handling characteristics of a textile fibre whilst offering the possibility of producing fabrics that have a very soft handle. **Oasis SAF is white, odourless and has a very similar chemistry to granular super absorbents.** OASIS SAF does not melt. The fibre has a density of approximately 1.4 g/ml. It will begin to decompose very slowly at temperatures of >200 degrees C. **The number of applications to benefit from the Oasis absorbency effect is just simply astounding and is used for almost all application areas of technical textiles.**



Contd...

Special Feature

Contd...

Copper impregnated fibres: Putting Copper into action

Cupron utilizes the qualities of copper and binds copper to textile fibres, allowing the production of woven, knitted and non-woven fabrics containing copper-impregnated fibres with the antimicrobial protection against micro-organisms such as bacteria and fungi that attack Cupron fibers. Similarly, copper may be integrated into latex and other polymeric products during manufacturing.

These copper-impregnated products possess broad-spectrum antimicrobial properties against microbes that threaten to degrade and damage Cupron fibers and that cause foul odors. **Cupron technology is useful in healthcare textiles, protective clothing, linens, carpeting, bedding, apparel, and free flow filters. Implementation of even a few of the possible applications of this antimicrobial technology may have a major effect on the quality of our fabrics and our lives.**



Regular Fibres



Copper impregnated fibres

Bamboo fibres: Nature at its best

The world is constantly seeking and latching onto new materials. Demand for natural looking textiles has increased. One of the hot items is fabric made from Bamboo. Bamboo fibre is made from the starchy pulp that is obtained from bamboo stems and leaves and is considered as a much superior fiber for its softness. This fibre has a thinness degree and whiteness degree close to normal finely bleached viscose and has a strong durability, stability and tenacity. The yarn and cloth made by this kind of fibre are labeled first-class quality in all aspects of quality standards. Good hygroscopic properties, excellent permeability, soft feel, easiness to straighten and dye and splendid color effect of pigmentation are some of the properties of the bamboo fibre fabric. **This fabric is highly versatile and can be used for a number of applications such as: clothing; split and woven mats; construction and scaffolding, domestic and agricultural implements such as water containers, baskets, trays, mats etc.**



Bamboo Spools

Drink milk.No... wear it!

Development of the milk protein fiber is a milestone in the international fibre industry. Developed by Swicofil, it is the optimal combination of nature and hi-tech. Milk protein fibre is dewatered and skimmed milk which is manufactured into the protein spinning fluid suitable for wet spinning process by means of new bio-engineering technique. Milk protein fibre has passed Oeko-Tex standard 100 green certification for the international eco-textiles. The milk protein fibre moistens skin and it is healthy and bacteriostatic. It can be spun purely or spun with cashmere, silk, cotton, wool, ramie and other fibres to weave fabrics with the features of milk protein fibres. **It is the perfect material for applications like T-shirts, underwear, ladies outerwear, sportswear and sweaters.**



Milk fibres

Well being from pure silver!

Swicofil's Smartcel™ functional fibre is formed by bonding large quantities of silver by integrating finely ground ion exchangers that makes it bioactive. This fibre provides high efficiency in its antibacterial effectiveness even after more than 80 wash cycles at 95°C. Smartcel™ bioactive textile fibres can be applied where permanent hygiene or infection prevention is needed. **Potential end applications include: shoe inner padding, bath towels, kids clothing, home textiles, military clothing, medical textiles, sports textiles, water filtration and the list is endless as Smartcel™ bioactive serves wherever your product requires efficient anti bacteria performance.**



Smartcel™

With technological advancements taking place every minute the need of the day is to keep our self abreast with the latest developments and adapt to such changes promptly. ■

Coating & Laminating the Performance on Textiles

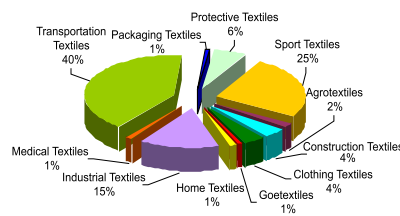
Any textile material, which is technical, exhibits a degree of performance. Coating and lamination are the versatile processes which offer the means to innovate and fabricate functionality in a textile material

Coating & lamination processes offer methods of improving and modifying the physical properties and appearance of fabrics and also the development of entirely new products by combining the benefits of fabrics, polymers and films. Combinations of substrate and polymers are virtually endless. *Theoretically, combinations are chosen for specific properties necessary “to do the job” whereas practically, they are chosen because they are available, inexpensive or simply convenient.* Differentiating it from chemical finishing, which involves the impregnation of the fibres, not only are the yarns but also the spaces in between them are coated.

In specific terms, coated textiles are materials engineered by a combination of textile fabrics and polymer covering applied to their surface. For some applications, such as life rafts and diving suits, interplay of polymer may be sandwiched between two fabric layers which may be called a laminated product by coating. Coated & laminated fabrics are the technical products, which form an important sector of the textile industry with their specific fields of application and demand. The pie shows the share of coated textiles in various segments of technical textiles. The sector is fragmented given the wide variety of

applications and customized requirements for specific applications. Globally, the market stood at about US\$10 billion in FY 2005 and the Indian market was about US\$ 0.5 billion.

With the increasing application, there is a notable variation in the materials employed. From past two years ago a progressive decrease in PVC coating (except for truck canvas) and an increase of polyurethane coatings have been noticed. On the other hand, an increase is foreseen in coated textiles being used in textile architecture (PES/PVC or glass/PTFE), airbags, reflectors or posters and publicity flags amongst others.



Worldwide Share of Coated Textiles in Various Technical Textile Segments

Coated and Laminated Textiles may be seen or unseen, decorative or functional, critical or an enhancement, simple or sophisticated, high volume or specialized, inexpensive or costly. The only requirement is the timely identification of the opportunity to reap the benefits out of it. To have a

holistic understanding of the processes from the experts, join the audience in the Training Workshop and Symposium on Textile Coatings and Lamination on 22nd-24th June, 2007. For more information contact us at info@bch.in

Technical Textiles Segments	Coated Textiles Application	Performance Factor
Agrotexiles	Bulk containers, Seed-crop cover, Shade material, Hoses, Capillary matting, Insulating ground covers, Tarpaulins	Impermeability to fluids, water vapour & air permeability, abrasion resistance
Construction Textiles	Tarpaulins, Tents, Air inflated structures, Awnings, Banners, Wind covers, Concrete curing	Water proofness, Impermeability to air, Weathering resistance, Flame retardancy, Abrasion resistance
Clothing Textiles	Shoe uppers and liner fabric, Artificial leather, Rainwear, Gloves, Hats, Garment lining/backing/stiffners	Water impermeability, Air and water vapour permeable
Goetextiles	Geogrids, Landfill liners and covers, Soil stabilizers, Erosion barriers	Stability of structure, Resistance to weathering, Impermeability to fluids
Industrial	Abrasive conveyor belts, Mechanical rubber goods, Filtration & barrier materials	Strength, Abrasion resistance, Dimensional stability
Home Textiles	Carpet backing, Trim, Drapery backing, Artificial leather for furnishing	Strength, Abrasion resistance
Medical Textiles	Wound dressings, Protective/barrier garments, Implants, Body bags, Hygiene products, Incontinence products	Imparting special functional requirements, Impermeability to fluids and air, Vapour permeability
Transportation Textiles	Drive Belts, Hoses, Tyre cords, Upholstery, Interior trims, Aircraft fuel tanks, Sails, Rope, Life rafts, Life jackets, Tarpaulins, Transport vehicle covers	Strength, Abrasion resistance, Dimensional stability, Impermeability to fluids, Soiling resistance
Packaging Textiles	Flexible intermediate bulk containers, Barrier packaging, Liquid bulk storage/Hauling, Waterproof materials	Impermeability to fluids, Fire retardancy
Protective Textiles	Chemical protective clothing, Extreme weather clothing, Footwear, Space suits, Aprons	Impermeability to fluids, Permeable to vapour & air, Thermally adaptable
Sport Textiles	Bags, Soft luggage, field covers, Athletic shoes, Seating	Strength, Abrasion resistance, Water proofness



Member's Column



Mr. Dave Hill
Business Manager, TAL

Through workshops/seminars to facilitate communication and networking, forums and symposia to increase industry knowledge, awareness generation to quicken new technology adoption, BCH has always been concerned with members and improving their businesses. **Our members are our greatest ambassadors. We share with you the views of Mr. Dave Hill, Business Manager, TAL.**

“Technical Absorbents Ltd (TAL) has for a number of years implemented a program of technical textile product developments that has led to a product and technology portfolio that was ready for wider market introduction. TAL recognized that BCH were the most appropriate partner to introduce the TAL technology and product portfolio to the Indian technical textile market.

BCH has positioned themselves as being able to translate what in many cases are very complex technologies, to allow accurate presentation and understanding to the Indian technical textiles key market players. Such clarity of introduction is key to establishment of levels of understanding on both sides that will allow for the development of close working partnerships and liaison of outside companies with key counterparts within India.

BCH has been able to rapidly identify the most applicable products and technologies of TAL that have potential and have been able to promote them effectively both through visual presentation in their showroom but also through wider reaching magazine, literature and exhibition events. TAL has gained such valuable insights into all aspects of the Indian market place, culture and people through its association with BCH. In the relatively short time TAL and BCH have been working closely together, new commercial business has been established. This has provided a measurable indication of the valuable and necessary benefits of working with a company like BCH.

TAL continues to find BCH a strong and safe partner who can guide them extremely professionally to position and align its business portfolio that will meet and exceed the needs of the market and position TAL as a respected player.” ■



Huntsman, a global manufacturer and marketer of a broad range of chemicals and dye products, joins BCH in their objective of promoting the technical textile and nonwoven industry in India as their Premier Member. www.huntsman.com

The BCH Media Shop : A Need Based Concept

*“Servicing this industry for quite some time now we have experienced that all concerned some how want a crisp knowledge about the various media available for this industry may it be books, magazines, events etc. We had been constantly arranging the same to the Industry. So, we decided to formalize what we were already doing, hence deriving a concept of **The BCH Media Shop**.” - Ritika Gupta, Executive Director, Business Co-ordination House (BCH)*

We all have been talking and reading about growth-potential-opportunity in world markets which are consolidating to their own strengths in this era of globalization. Emerging markets hold an important position today and most importantly when a market is emerging it needs to keep itself posted with the latest happenings in and around it.

Experts of the world in the categories of writers, editors, publishers, surveyors, journalists, researchers, academicians, event holders and many more are putting in their constant efforts to upgrade and spread the knowledge to the world. This knowledge by way of Electronic and print media in the form of magazines, reports, journals, books, newspapers, news lines etc. needs to be put forth and made available to a wider ever increasing audience. Access to the right media is the need of the hour especially in the emerging markets. The Technical Textile and Nonwoven industry is considerably a new and a growing industry in India in which the stakeholders want to see, hear, and feel the product of knowledge that satisfies their concern.



With an objective to promote the Technical Textile and Nonwoven industry in India, BCH strives to ease the global boundaries by showcasing the potentials of these experts and work as a facilitator to spread know how about this Industry in India and abroad.

*With the launch of **THE BCH MEDIA SHOP**, we bring together all media links of the Global Textile Industry viz. books, journals, magazines, news line, research reports, and events under one roof to facilitate the identification and purchase of all knowledge based requirements by all the stake holders of the industry, thus minimizing and synergizing the efforts of all.*

We invite all for a lucrative opening of their eminent brand in India, and tap the high potential market and a supportive and a cost effective business and administrative structure. The Media Shop not only promotes the Electronic and Print media in India but also works on lucrative revenue generation model. This Product delivery model provides a higher level of expertise and execution velocity while reducing annual marketing costs. BCH not only showcases media products to the industry associates but also acts as a facilitator for the company's product sale.

BCH has initiated and created a common platform for the companies and people interested in Technical Textiles and Nonwovens, in the capital of India. The house offers tremendous opportunities and activities specific to this industry. Within the horizon of BCH, one will find many activities which complement each other such as a Shop in Shop concept, Events/Expositions/Seminars, Business Consultancy, Marketing surveys, Trade database management, and equipped office back up and many more. This concept helps in identifying the right people making them available with the right product they want from the right suppliers. Surely a win-win situation in a world which values time and transparency. ■

**The BCH Media Shop
Sells...**

Research reports

Newsletters

Magazines & Journals

Books

Seminars, Symposia & Conferences

E-media

For further details contact info@bch.in