

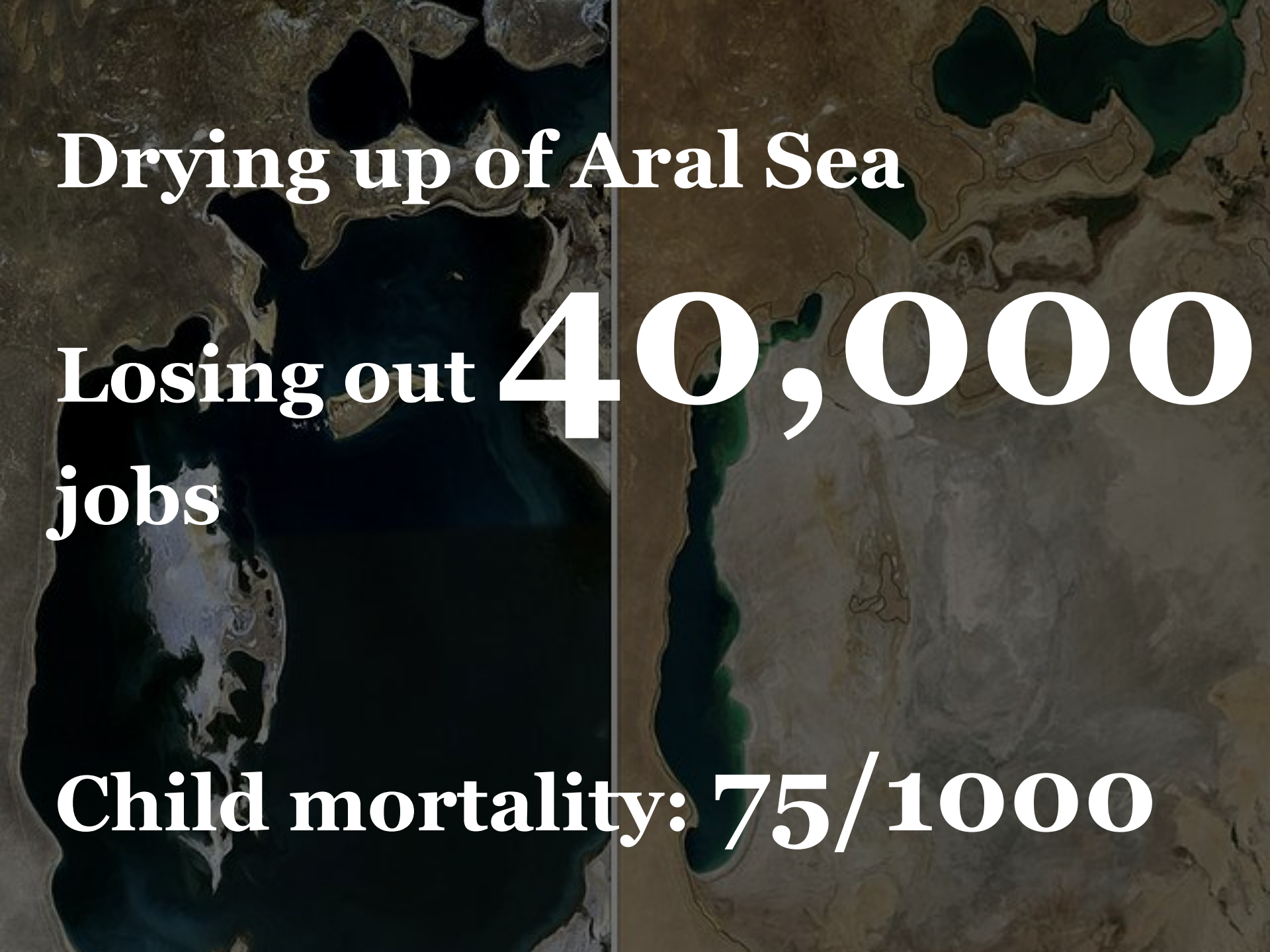
# Innovative Sustainable Products: Viscose Allure A Presentation at SBLF 2014

Dhawal Mane

Pratibha Syntex Ltd.





An aerial photograph of the Aral Sea, split vertically to show its state at two different points in time. The left side shows a large, dark blue body of water, while the right side shows a significantly smaller, fragmented body of water with large areas of exposed, light-colored, dry seabed. The text is overlaid on this image.

**Drying up of Aral Sea**

**Losing out 40,000  
jobs**

**Child mortality: 75/1000**









**July 24,  
river in China turns RED**

**Suspects:  
paper manufacturer,  
a food coloring company and  
clothing-maker**







The background image shows a body of water heavily polluted with a bright blue dye. The water is covered with a thick layer of blue sludge and floating debris, including leaves and small pieces of trash. In the background, there are some trees and a fence line. The overall scene depicts environmental contamination.

**Tirupur dyeing units closure**

**At stake Rs. 16,000  
crores**

**Livelihoods 5 lakhs**

“Water is essential for life, but it is also the world’s most threatened essential resource. It is imperative that solutions are found to stop poisoning the precious resources we have left with hazardous chemicals.”

- *Dirty Laundry: Reloaded*  
*Greenpeace International*

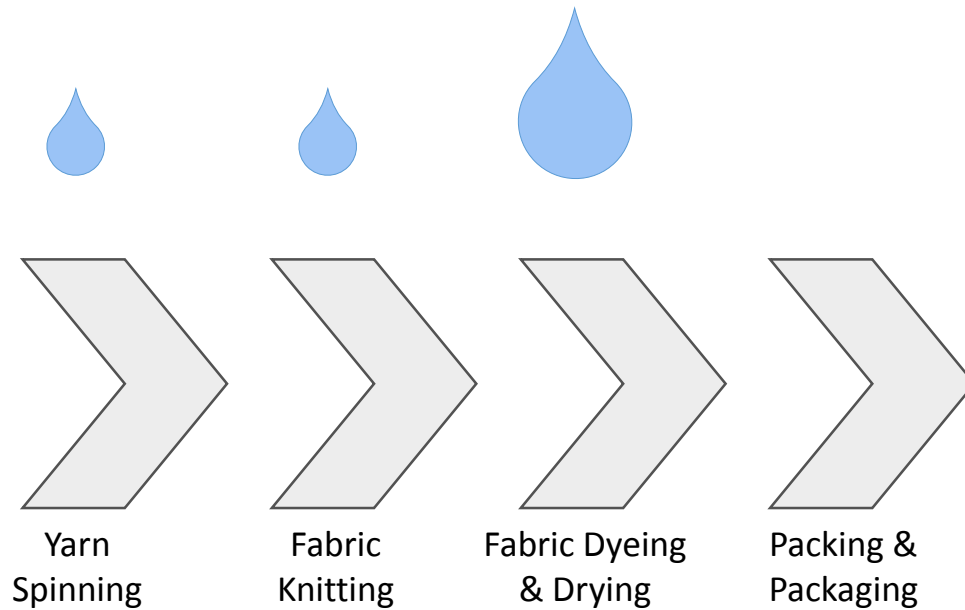




# Water as a Business Risk

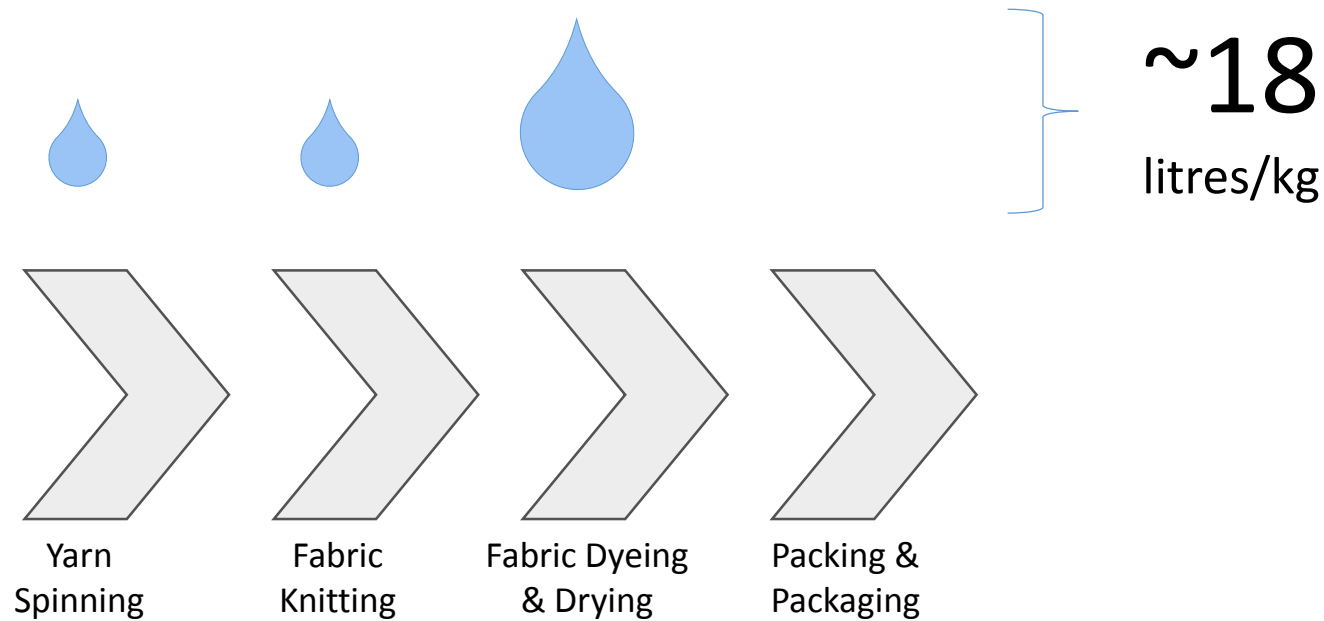
- Cost
- Finite availability
- Is end-of-pipe intervention the only solution?

# Dyeing Process: Conventional





# Dyeing Process: Conventional



# Dyeing Process: Viscose Allure





# Dyeing Process: Viscose Allure



# Potential to Impact

- Substitution of 1 kg coloured Viscose Allure can save **16 litres of water**
- Substitution of 1000 kgs coloured Viscose Allure can save **16,000 litres of water**
- Which is equivalent to **daily water** consumption of **40 families**



# About Pratibha Syntex

- Pratibha Syntex Ltd. is a vertically integrated, sustainability oriented textiles manufacturer.
- Pratibha manufactures knitted apparel products like underwear, sleepwear, thermals, knit bottoms, fashion tops, and recycled textile products.

Presence	Capabilities
Farm	12,000 tonnes of organic, Fairtrade & BCI cotton
Spinning	28,000 tonnes of ring spun, open end, vortex, mélange and recycled yarn
Knitting & Dyeing	10,000 tonnes of open width & tubular fabric
Finished Good	60 million pieces annually

# Our Certifications



# Representative Client List





# Participation in Industry Led Initiatives





# Thank you...



/pratibhasyn

[www.pratibhasyntex.com](http://www.pratibhasyntex.com)