



**Birla Cellulose**  
Fibres from nature



**ADITYA BIRLA**  
CELLULOSIC  
FIBRES

# *lvaecc*<sup>TM</sup>

BY BIRLA CELLULOSE



**FOR A SUSTAINABLY FASHIONABLE FUTURE**

# Livaeco

Eco-enhanced Viscose (Livaeco) is made from pulp procured from sources that are certified by the **Forestry Stewardship® Council (FSC®)** and follows a stringent protocol that can be tracked across the entire journey from source to the finished garment. Eco-enhanced Viscose fibres contain a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique **QR Code** which can be made available to the consumer conveniently. Our blockchain technology-based tool – **GreenTrack™** is used to trace upward and downward value chain.

Now available in black and navy blue dope-dyed variants.



## Benefits



100% Plant Origin



Soft Feel



Skin Friendly



Moisture Absorption



Breathability



Longlasting Shine



Lightweight



Unique Drape & Fluidity



## Product Portfolio

Sustainability Credentials	Livaeco (Eco-enhanced Viscose)
FSC®	✓
EU BAT	✓ (Applicable in specific production sites)
GreenTrack™	✓
Unique Molecular Tracer	✓

## Trace the Source

Livaeco has a unique molecular tracer in its fibre, this tracer helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the partners conveniently. **This fibre with the tracer is available on-demand.**

## GreenTrack™

Blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain in Livaeco to provide supply chain traceability.




Scan to know more about GreenTrack™

## Global Recognition







Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain- from plantation to pulp, to fibre and to fashion - we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmentors) to build business bridges across geographies.

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## Contact Us

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For further information, contact us at [www.birlacellulose.com](http://www.birlacellulose.com)

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