

Recron Certified Pillows : Branded "Certified" Pillows for the first time in India !!!

Reliance Industries Ltd. has recently launched Recron "Certified" Pillows, the first "Certified" product in the history of sleep & comfort products in India.

What is Recron Certified Pillow :

Recron Certified pillows are exclusively manufactured as per the stringent quality norms laid by Reliance Industries Ltd., by selected franchisees appointed by Reliance. Recron Certified pillows are filled with 100% special quality hollow Recron , produced specially for this product by Reliance. Other than the special quality high performance fiberfill , Reliance also ensures that all the inputs that go into the making of these pillows like fabric, the label and the packing are as per specified norms and are of the best quality. Even the smallest of the details like the sewing thread, the stitch density etc are specified to ensure that the consumers get a delightful experience by using Recron Certified pillow.

What's more, Reliance also makes sure that these certified pillows are made available to the consumer at an unbelievably attractive price. The idea, obviously, is to give the customer a pillow, which offers them the best possible quality at the most affordable price.

Two sizes of pillows have been launched in the market. The sizes are 16"X24" and 17"X27".

Why this initiative by Reliance :

Although there are many branded as well as unbranded pillows available in the market, but very few of them only have a good filling inside, the others either have an adulterated fill or have inferior quality of filling fibres or waste, thereby denying the customer the real comfort. The task of buying a comfortable pillow at an affordable price is probably the toughest and actually impossible for the consumer. The consumer is neither sure about the quality of the pillow he is buying nor the price he is paying. Most often then not he buys a wrong pillow at a much higher price than he should be paying.

Despite a very high price, the customers may be shocked to know that even some branded pillows are filled with spurious recycled fibre or fibre blends or even waste fibre, which means a heavy compromise with hygiene and comfort.

Moreover these high prices for the branded pillows makes sure that they are definitely out of the reach of the average consumer. This is the reason why majority of Indian consumer is still sleeping on unhygienic and uncomfortable pillows made by filling cotton waste.

Recron Certified pillows is an effort from Reliance Industries Ltd. to ensure that a genuinely good product with Reliance assurance is made available to the consumers at the most reasonable price. This will help in upgrading the consumer from the poor quality pillows filled with spurious products , recycled fibres and waste fibres to a world class product at an honest price!

Comparison of Recron Certified Pillows with other contemporary branded pillows :

	Recron "Certified" Pillows	Contemporary Branded Pillows
MRP	Less than Rs. 200	More than Rs. 250
Inside Fill	Specially designed highest quality hollow Recron , specially produced by Reliance for this pillow.	Fibre type is not known.
Fabric	Specially designed superfine fabric suitable for a comfortable pillow. Manufactured by a one of the leading mills in India who makes this fabric exclusively for this pillow.	Neither any special emphasis on the fabric used, nor are there any standard suppliers or sources, thus, leading to inconsistency.
Other Inputs (Packing, labels, sewing thread etc.)	Standardised as per Reliance norms & sourced from exclusive high quality suppliers.	No standard norms apply.
Product Weight	At least 10% lighter than the other brands, thus assuring more comfortable use.	Heavier and inconvenient to use.

Unique Value Proposition :

Consumers can now get assured of the following Unique Advantages from Recron Certified pillows :

- Made with specially and exclusively designed 100% hollow Recron to provide optimum loft and support and air circulation , and hence maximum coolness & comfort.
- Soft
- Light
- Hygienic
- Washable
- Durable
- Consistency in quality
- Affordable price
- Easy availability across all the localities in all the places all over the country, ensured through the vast distribution network of the company.

As of now, Reliance has appointed franchisees and the certified pillows have been launched in the states of Maharashtra, Rajasthan, Delhi & Tamilnadu, Karnataka, Andhra Pradesh, West Bengal, Punjab, Haryana and Gujarat. We have plans to appoint total 15 franchisees by the second quarter of 2003-04, to ensure pan-India coverage.

Recron certified pillows can be easily identified by specially designed "Recron Certified" logo on the carry bag and the labels of the pillow. To avoid duplication and spurious products which may come to the market, the pillow packaging has specially designed high security holograms.

Reliance Industries Ltd., India's largest private sector company, has been producing Recron , a world class hollow polyester fibre since 1997 , specially for filling applications like pillows, quilts, mattresses etc. This enabled Indian consumers to experience the luxury of international standard of comfort, which was hitherto available only in developed countries.

Now the company is going one step closer to the consumer by providing them the Recron Certified pillows. All the doubts about the genuineness and comfort while buying a pillow is history now - just ask for a Recron Certified Pillow by name.

