

India has been a major exporter of Home textiles to Europe and US. Until recently the main items exported were bed linen, pillow covers and cushion covers.

Realising an opportunity for the exporters for much higher volumes, RIL promoted the exporters to export complete units filled with 'Recron[®] Fibrefill' after 'vacuum packing'.

And since 'Recron[®]' has a hollow cross section, products filled with it can be vacuumised and packed. And they also regain their original shape and volume after they are unpacked.

Shipping them in vacuum packed condition reduces the freight cost, making it economically viable. Plus, the importer is saved of the hassles of importing from two different sources and stuffing the shell with the filler etc. He also saves on the high cost of manual labour needed for this job.

The export of the complete filled units is now gaining an overwhelming acceptance amongst the overseas buyers.



Reliance