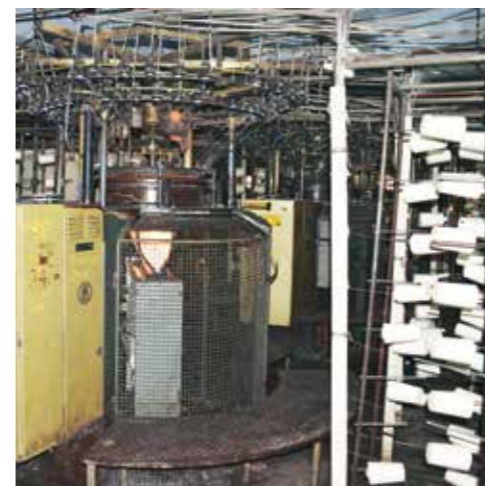


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THE INNOVATIVE TECHNIQUES AND TREATMENTS USED ON THE FABRIC MAKE IT EASY TO WORK WITH. IT IS A DOUBLE-KNIT FABRIC MADE FROM A COMBINATION OF VISCOSE, NYLON AND SPANDEX.

While elastane is often included to increase the stretchability, it also has an exceptional effect while printing or dyeing. It's a firm, stable knit which holds its shape well, increases longevity and helps the fabric look great for a longer time.

According to Mr R Chinraj, President, Suditi Industries Ltd, "Renowned brands have shown interest in the fabric and are working on using this fabric in their clothing lines. The fabric helps create a wide gamut of garments for designers and brands. We are sure that the final product will be appreciated by all." At the official launch, Mr Manohar Samuel, President, Marketing, Birla Cellulose, commented, "Ponte Venese is a quality, compact, double-knit fabric recreated for maximum comfort, fluidity and natural stretch. Suditi had innovative techniques deployed during the technical perfection of this fabric. Being an invaluable member of the Liva Accredited Partner Forum (LAPF), Suditi has consistently



# THE *PONTE VENESE* ADVENTURE!

**Bindu Gopal Rao** gives an insight into *Ponte Venese*, a new-age fabric developed by renowned manufacturing firm, Suditi Industries Ltd, and the global leader in viscose stable fibres, Birla Cellulose.

*Ponte Roma* or *Ponte de Roma* is one of the many ancient polyester materials used even today. This fabric has come a long way with Suditi Industries Ltd, a company listed on the BSE. Established in 1991, Suditi Industries Ltd is managed by Mr Pawan Agarwal. The company aims to pursue the path of excellence in its manufacturing of knitted fabrics and products with the view to create backward integration and manufacture products matching global quality standards. It specialises in knitting, processing, printing, garmenting, embroidery and retail. Headquartered in Navi Mumbai, Suditi Industries is present in Turbhe and Bhiwandi with a workforce of

around 900 employees. The 1,00,000 square feet manufacturing unit produces 12 tons of fabric each day. It has won accolades and awards by TEXPROCIL and FIEO for innovation, quality and credibility. It has the certifications like ISO 9000-2000, Oko-tex and GOTS. Along with Birla Cellulose of the Aditya Birla Group, Suditi has revamped the fabric, resulting in an improvised version of *Ponte Roma*. Manufactured in India and better suited for structured designs, the fabric is now called *Ponte Venese*.

### FABRIC CHARACTERISTICS

*Ponte Venese* is a modern fabric that has caught the fancy of domestic brands. The innovative techniques and treatments used on the fabric make it easy to work with. It is a double-knit fabric made from a combination of viscose, nylon and spandex. It is a softer, structured fabric that drapes well and doesn't curl at the edges. For brands that want to sell a varied collection, this fabric is the ultimate answer. It can be knitted from different types and weights of yarn.



THIS FABRIC CAN BE USED TO MAKE LEISURE WEAR, ACTIVE WEAR, FITTED STREAMLINED GARMENTS AND EVEN YOGA WEAR. THE VERSATILITY OF THIS FABRIC ENSURES THAT IT GIVES A COMFORTABLE FIT WHILE STILL HOLDING ITS SHAPE.

innovated Liva-knitted fabrics of value that delight consumers.” Further work on the fabric was undertaken along with Birla Cellulose’s Textiles Research and Development Centre (TRADC). Currently, *Ponte Venese* is still under production and will be made available to the general public, very soon.

**THE DIFFERENTIATOR**

Creating the fabric requires state-of-the-art machinery with the capacity to manufacture several yards of fabric at once. Since it is a double-knit fabric, it is knitted using two sets of needles. Machines known as double-knit machines or cylinder knitting machines imported from Europe are used. As the machine whirs away, two layers of fabric are produced; therefore, there are fine ribs on both sides of the fabric.

Apparel manufacturers today, look for fabric that is distinctive and suits the requirements of Indian shoppers. “There was a demand for fabric with authentic stretchability and sustainability. We, along with Birla Cellulose, worked on developing a fabric that led to *Ponte Venese*. It is constructed in such a way that it enhances the features of the final garment and makes it fit right on every body type. It is a modern fabric that in sync with the latest fashion trends. This fabric is what the end-consumer needs,” Chinraj said.

**MULTIDIMENSIONAL USE**

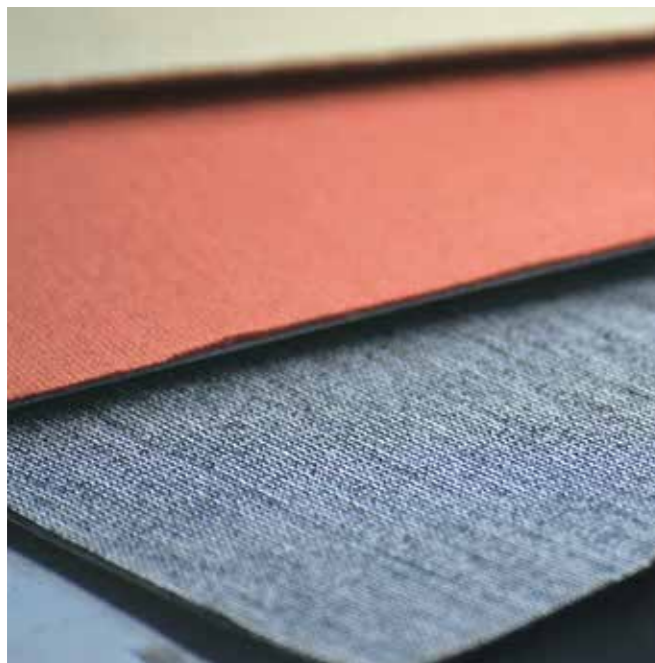
*Ponte Venese* can be used to make leisure wear, active wear, fitted streamlined garments and even yoga wear. The versatility of this fabric ensures that it gives a comfortable fit while holding its shape. For instance, when used to make pants for women, it allows the right amount of stretch that holds it perfectly on the body. It does not require a drawstring or additional elastic band to hold it. The firmness allows the fabric to move on the go. Even while making a long fitted streamlined dress, it gives an ideal fall and makes one feel comfortable while wearing it. This works especially for leisure or active wear when one requires just the right amount of stretch.



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PONTE VENESE SERVES TO BE A BOON FOR RETAILERS BECAUSE IT IS EASY TO WORK WITH AND A DELIGHT TO CONSUMERS FOR ITS QUALITY.

Because of the double-knit quality, the fabric is better used in more structured knit fabric clothing such as exercise wear or form-hugging apparel. The interlock feature of the garment is great for bottom wear since the thick, structured nature keeps one comfortable while holding shape and allowing a full range of movement.



@Suditi Industries Ltd.

**LOOKING AHEAD**

The fabric is also eco-friendly because the process energy used is less due to shorter process cycles. Chemicals used while making this fabric are as per Oka-tex standards. *Ponte Venese* fabric has a high percentage of regenerated cellulose. It serves to be a boon for retailers because it is easy to work with and is a delight to consumers for its quality. This fabric is sure to be a designer's constant companion because of its various uses. It will most definitely carve a niche for itself in the fashion industry. "We believe that this fabric will create a landmark in the Indian textile and apparel industry and is sure to become the preferred choice amongst brands, retailers and consumers," says Chinraj. This fabric can help India reduce the import of new types of yarn and fabric as it uses the abundant resources and raw material base available in the country. This will help reduce not only foreign dependence but also the cost of the final product, which is certainly not a bad bargain. ■