

Ultimate
Comfort



VILOFT®

A NEW DIMENSION OF COMFORT

VISETA®

A GENTLE TOUCH OF NATURE

Premium cellulosic fibres for the highest consumer satisfaction.



VISETA
A SPIRITS TOUCH OF MADRID

Together for one goal: satisfied consumers

In the textile industry, we are part of one of the longest and most complex supply chains in the world in which 60 to 75 million people are directly involved. In a global network of companies and nations, they scout for trends, design collections, produce raw materials, spin yarn, create fabrics, dye, finish and sew them and finally trade, promote and sell apparel.

All this effort has one ultimate objective: to please the consumer who buys the garment. The consumer will be satisfied when his needs are fulfilled. Surveys have shown that consumers always look for the same properties when buying apparel:

Value for Money
High Comfort
Good Quality
Natural Origin



The properties of a garment - its touch, quality and function - are first and foremost influenced by the raw material used. Our cellulosic specialty fibres allow you to offer products which deliver the properties consumers are looking for. For the highest consumer satisfaction.

Excite your customers
with our premium comfort fibres:

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A GENTLE TOUCH OF NATURE



- The world's first flat cellulosic fibre
- Excellent breathability and moisture management for a new dimension of comfort
- Dry and natural touch

- A fibre of natural origin, 50% finer than silk
- Perfect for exclusive lightweight fabrics
- Soft and gentle feeling on the skin
- Luxurious fine and dry touch

Exceptional comfort
100% Made in Germany
Branding programme
Natural and ecological

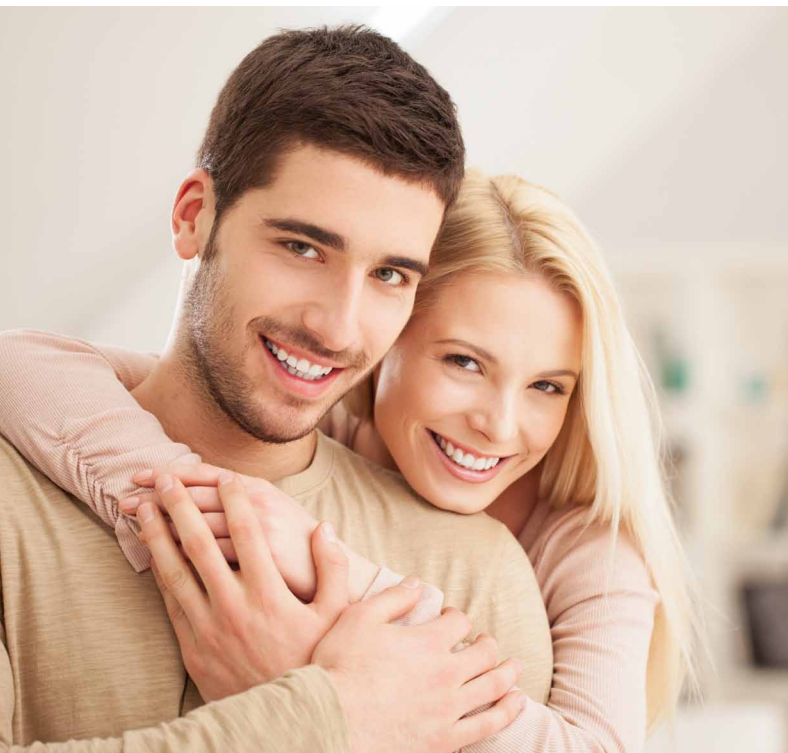
Exceptional comfort for a best-buy decision

Consumers focus on getting good value for money. Fabrics made from our fibres deliver a real increase in the value of the garment. VILOFT and VISETA offer an exceptional level of comfort, improve the touch of the fabrics and deliver functional properties such as breathability and moisture management—all elements that will excite the consumers and increase the willingness to buy the product.

Quality made in Germany



Across the globe, the label „Made in Germany“ has become a synonym for products of the highest quality. German raw materials in your products deliver a message of exclusivity and make a positive impression on the consumer at the point of sale.



Why consumers love VILOFT and VISETA

Natural fibres for sustainable consumption

Ecological awareness is now a mainstream trend. More and more people buy organic products, try to reduce their personal impact on the environment and want to make well informed buying decisions. Our fibres allow you to offer your customers a material made from renewable resources. Our fibres are 100% biodegradable, free of chemical residues, OEKO-TEX certified and also available with FSC® certification.

Branding for understanding

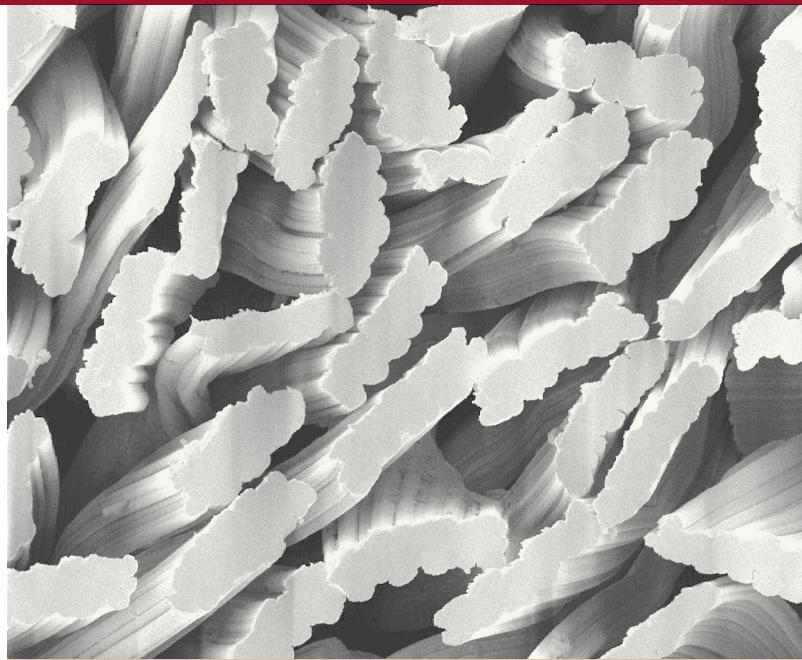
Our branding programme allows you to communicate the benefits of VILOFT and VISETA to the consumer. We offer free hang tags, a consumer website and the use of our brand for promotional materials. The information on the tags communicates the benefits delivered by VILOFT and VISETA in the garment. This reinforces the high value of the product to the consumer at the point of purchase and beyond.

VILOFT®

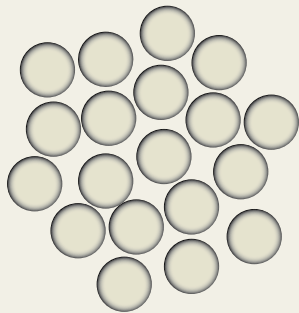
A NEW DIMENSION OF COMFORT

The world of VILOFT is flat

After almost 100 years of production of round cellulosic fibres, 1985 saw the creation of VILOFT – the world's first flat viscose fibre. The flat cross section delivers flexibility in the fibres and increases their surface area. When spun into a yarn, VILOFT fibres align in a random pattern and form hollow spaces filled with air.

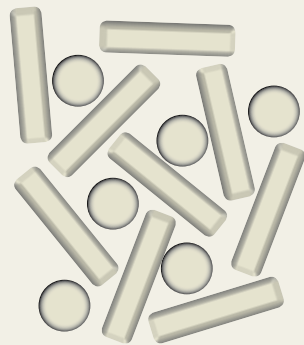


Microscopic image of a yarn made of 100% VILOFT.
The large hollow spaces are clearly visible.



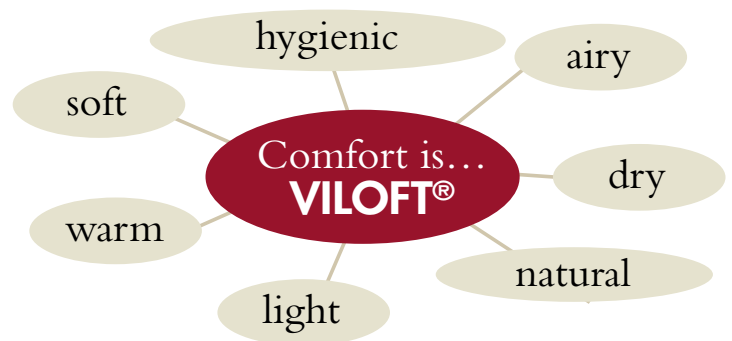
Round Fibres

Fibres with a round cross section form only limited hollow spaces inside a yarn.



Blends with VILOFT

VILOFT fibres in the blend form larger hollow spaces inside a yarn.



VILOFT – the ultimate definition of comfort

How is comfort defined? We have identified the properties which are necessary to give the wearer a feeling of comfort. And we have discovered that VILOFT provides all of them.

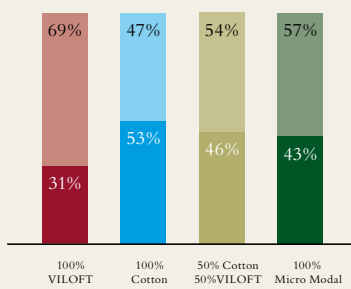
A new dimension of comfort

The flat structure in combination with the hollow spaces in the yarn lends fabrics containing VILOFT extraordinary properties. They have a soft dry touch, excellent moisture management and high breathability. This makes VILOFT the ideal choice for adding functional comfort to apparel.

Outstanding performance – tried and tested

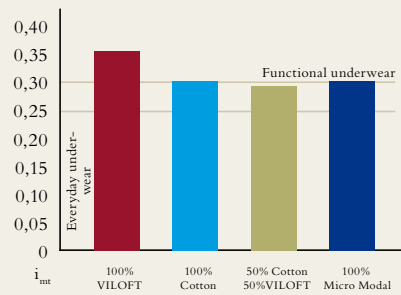
Comfort is not only a subjective feeling of the wearer, but can also be measured. The German Hohenstein Textile Institute, a founding member of the OEKO-TEX association, has tested a range of fabric samples according to international standards in order to compare the performance of VILOFT to other materials. The results speak for themselves:

Percentage of Air inside Yarns



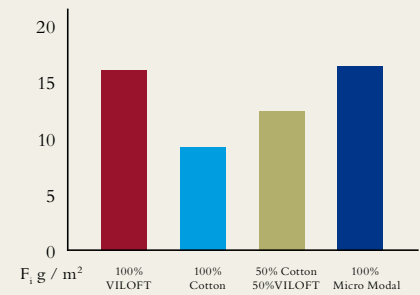
Compared to 100% Cotton, VILOFT significantly increases the amount of air entrapped inside the yarn—even in blends.

Water Vapour Permeability



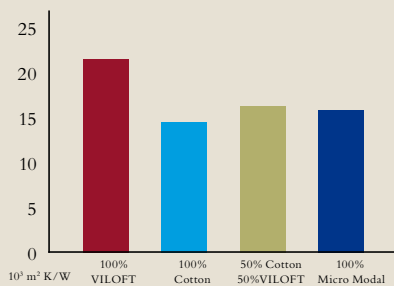
VILOFT fabrics show a level of breathability that exceeds the threshold for functional underwear by more than 15%.

Water Vapour Uptake



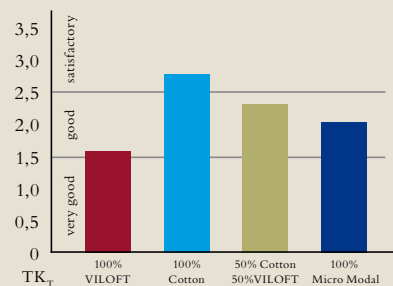
VILOFT has excellent wicking properties and absorbs moisture from the skin particularly well. This creates a comfortable dry feeling.

Thermal Insulation



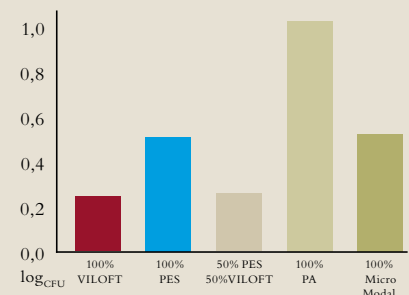
Due to the air trapped inside the yarn, VILOFT fabrics show an enhanced thermal insulation value.

Thermophysiological Wearer Comfort



This key measure of wearer comfort is calculated from the levels of water vapour permeability, water vapour uptake and thermal insulation. VILOFT shows an outstanding performance.

Inhibition of Bacterial Growth



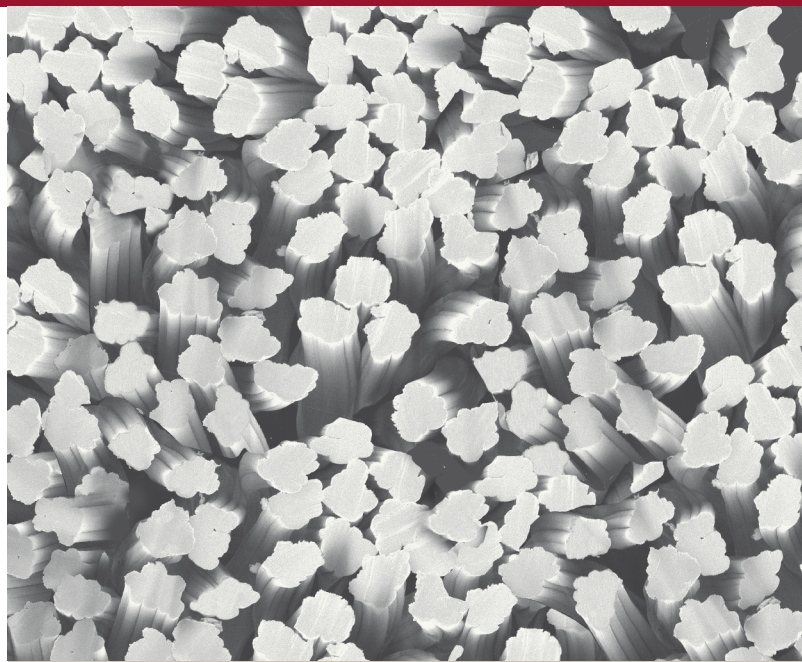
The excellent moisture management of VILOFT retards the growth of bacteria and naturally reduces odour formation.

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Beyond the boundaries of nature – but still natural

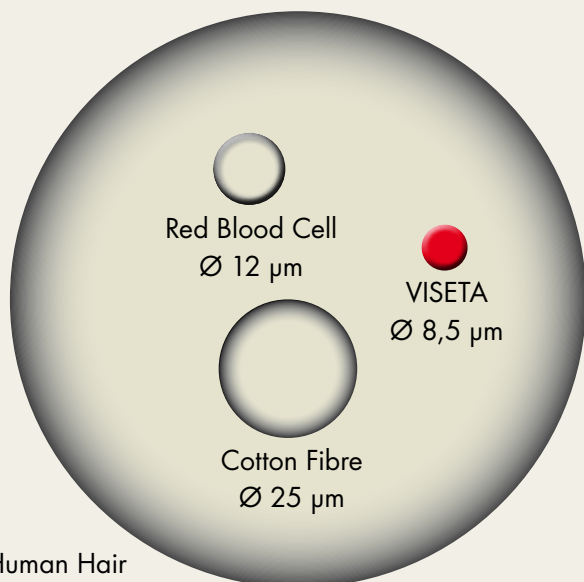
For more than 5.000 years, silk was the finest natural fibre available – until man-made fibres were invented. Viseta is a cellulosic textile fibre, engineered to go beyond what is possible in nature: it is 50% finer than silk. This delivers supernatural comfort with a fibre of natural origin. VISETA closes the gap between the advance of technology and ecological consciousness.



Microscopic image of VISETA fibres. The small fibre diameter increases the number of fibres per area.

A fine affair

Compared to cotton, almost three times as many VISETA fibres form a yarn of the same count. This reduces the stiffness of the yarn leading to additional softness, creates a smoother yarn surface which delivers a luxurious fine and dry touch and due to the increased fibre surface area, improves the capillary action and the moisture wicking effect.



Human Hair
Ø 100 µm



Your next step for success:
Contact us!

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Find out more about our premium comfort fibres

VILOFT and VISETA are an excellent choice to offer value added products to consumers and differentiate your own product portfolio.

For further information about our fibres or questions regarding processing, samples, branding and prices, we look forward to receiving your enquiry.

A reliable partner

Kelheim Fibres is the most experienced cellulosic staple fibre producer in the western world. For almost 80 years we have helped our customers to develop successful products made with specialty cellulose fibres.

As a medium sized privately owned company, we have a close connection to our customers and can react to their individual needs with high flexibility. Customer orientation is at the center of all of our activities – from the development of products, through production, to the final delivery of the goods and beyond.







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