



**MORALFIBRE**  
Energized by hands

*' MORALFIBRE fabrics free the environment from pollution and depletion & free people from poverty.'*

## **The Unique Fabric**

**The inherent quality of MORALFIBRE fabric is such that it allows air circulation and it absorbs body's moisture, making it a cool and comfortable against the body in summer and a by using layers it keeps the body warmth trapped within its threads in winter. The feel and wearability of the cloth improves with every wash. Our organic, allergy free fabric, along with natural dyes is said to have healing qualities.**

The cloth is completely made of biodegradable materials. Our fabrics are made without using finite energy and resources so that it makes less negative impact on the environment. Unlike other industrially manufactured woven and knitted ones, these hand crafted fabrics making involve hand spinning and hand weaving using 'people energy' instead and has far reaching economic and social benefits to the artisans, living in remote villages. MORALFIBRE is a registered member of Fair Trade Forum India, a part of WFTO – Asia. So far over 2500 artisans, mainly women working in remote villages have been helped by this initiative. Today with growing concerns about Global Warming and Climate Change, this is a unique way of fabric hand crafting and it is a clean energy initiative.

## **Buyer's Profile**

MORALFIBRE produces hand spun hand woven Fabrics, Furnishings and Feel-Well-Fashions in 100% cotton, silk, wool and blends. Our record of social and economic sustainability is intact. The marketing strategy is generally business-to-business. The buyer profile can be best described as garment manufacturers, producers of ethical and sustainable wear, buyers of furnishing materials and products, designers etc. The buyers also include institutions include clubs and resorts, spas, fitness centers, hotels, hospitals, boutiques, charities as well as industrial and educational institutions. We have full capabilities in choice of fabrics, designing, manufacturing and tailoring facilities (international standards) as well as designing and making of fabric embellishments, all in a sustainable environment. We have a very good global web presence. The fabrics are designer fabrics 'Limited Edition'. Order size can be from 250 meters to 10,000 meters.

## Products



### Fabrics

The fabrics include 100% cotton, wool and silk in different counts and GSM of highest quality.

The primary source of raw material is certified organic cotton and non certified cotton sourced from local farmers. Natural alternatives such as natural spinning oils that biodegrade easily are used to facilitate spinning; potato starch is used for sizing; hydrogen peroxide is used for bleaching. A good boiling wash removes the cotton wax, and the fibre retains its original characteristics. Fabrics are natural, greige and white, yarn dyed and fabric dyed with azo free dyes. The weaving is single yarn, double yams, plain or twisted. Hand woven slub is one of the specialties of these fabrics which give a fine textures and feel. The prints are mainly hand block printed by local artisans in Indo- Western and contemporary styles. Bespoke prints orders are also entertained.

The 100% wool used in fabric making is Australian Marino wool, hand crafted locally. Creating woolen fabric and felt is a lengthy process rooted in the crafts-based traditions of hand spinning and weaving each with its own specialty and character. Wool has great elasticity and is the most crease resistant of all natural fibers. Since the wool is hand spun and hand woven, it creates a beautiful soft, textural character.

Hand crafted 100% Silk fabrics are outsourced from North East India. They include Matka Silk, Tussar Silk, Ahimsa or Peace silk, soft silk and blends.

The fabrics can be called re-invented, superior quality Khadi which is an age old hand crafted fabric making technology still used in India. Due to popularity of machine made synthetic and knitted fabrics this craft has been slowly dying. MORALFIBRE is making concerted efforts to revive and give new identity to this home based craft. Recently, for the first time MORALFIBRE has organic Khadi – fabric produced by one of the co-operatives. MORALFIBRE is well positioned as a quality supplier of fabrics in this unique category.



**There is a direct link between health and MORALFIBRE bed linen and other furnishings as well as clothing; Feel -Well- Fashion. People spend almost one third of their lives sleeping and relaxing. Resting, rejuvenating and recuperative processes while sleeping in healthy, chemical free surroundings go hand in hand with these products. Some of the dyes used are said to help and support in healing.**

The cotton threads of MORALFIBRE guarantee a nice freshness in summer and a veil of warmth for the colder season. Do you know that generally the manufacturing of the doth use about 600 to 800 chemicals; many of them harmful to the body? MORALFIBRE is certified 'non-allergic'. It uses more of natural materials that are not harmful to the body and the environment. This reduces the chances of us suffering from allergies and illnesses caused by skin contact and fumes of the harmful substances from the fabric. This also protects the health of the artisans working with MORALFIBRE.

**Furnishing:** Include allergy free bed linen, cushions, floor cushions, curtains, quilts and table linen and a wide range of napkins. The fabrics are allergy free, handcrafted using traditional and modern technologies and styles. We also produce furnishing from 100% silk, Peace silk and wool.

**Feel-Well-Fashion:** Allergy free, healthy garments include shirts, children's wear, ladies tops, tunics, *kurtas* and sleep wear. To compliment the spirit of purity and tranquility of Yoga, meditation as well as natural healing of spa, MORALFIBRE has an exclusive range of Yoga and Spa wear.



### **MORALFIBRE's Organizational Inputs**

MORALFIBRE as part of a well defined organizational policy It accesses capacity building inputs and support to its producer groups. Since the organization markets Fabric and other products produced by the co-ops, it generally shares market research findings with them. This is to make them aware of the current product trends and the needs of global customers. There is a sustained organizational effort to initiate regular product and sample development with the groups. This is carried on as an ongoing process to meet the changing demands of the International market.

MORALFIBRE creates linkages with research and manufacturing based external agencies to source improved technology in tools, equipment and production processes which is passed on to the producer groups as a definite organizational input. These inputs are also provided to facilitate the production of innovative, quality products.

Improving quality of this age old hand crafted fabrics production is one of the primary milestones of this initiative. Better quality, well specified and classified production would make these fabrics stand in any national and international textile markets. With this in mind MORALFIBRE along with ATRIRA is working on 'Skill Development Project for Hand Spinners and Hand Weavers' under Ministry of Textile 'integrated Skill Development Programme'. The aim is to give re-fresher and fresher's training to 5000 skilled and non skilled workers in the next five years.

Design support forms a major component in MORALFIBRE's organizational input. Regular design support by design consultants are provided to producers to help produce unique and value added products. The organization also provides inputs in quality control, where producers are made aware of the need for quality check at every stage of the production process. MORALFIBRE also helps the producers to assess their production capacity as also the individual productivity of the artisans to ensure optimum production to increase sales. This is also a strategy to facilitate production planning based on capacity assessment, and help put in place efficient management systems to ensure timely delivery of quality products.

There is a great need to do more to enhance and improve the technology. Raising the awareness and making the buyers and the user groups understand the unique value of these fabrics and buy into the ethos is a challenging task ahead.



## ACCREDITATIONS



**'Almost Carbon Neutral'** MORALFIBRE uses no electricity in the fabric making and no carbon dioxide is produced. The fabrics are hand crafted by artisans instead.



Fair Trade Forum - India

**FairTrade Member**

**Registered Member of Fair Trade Forum -India, a member of World Fair Trade Organization(WFTO)Asia**



**Khadi Mark**

**Khadi & village Industries Commission, KVIC, India**



**Non Irritant**

**Certified 'Non Irritant' to skin, by Defense Research & Development Establishment, DRDE, India**



**Organic**

**Global Organic Textile Standards –GOTS certified Organic cotton used in hand-crafting fabrics, when ordered**



**Ethical**

**Provides employment to thousands of craftsmen living in remote villages and protecting the age old craft of hand spinning and weaving**



**TGPI**

**MORALFIBRE is a founder member of THE GREEN PEOPLE OF INDIA supporting sustainability in India**

**ISO 9001: 2000**

**Standards held by co-operatives we work with.**

## TESTIMONIAL

"Hi, The fabrics are very nice, including the one I didn't pick but you decided to send it. Actually the one is really great and suits all the others. Thank you for being so thoughtful." - **with best regards, Aga**

"I have had a look at your website this morning and must say I was very impressed. It seems to be pitched at a professional business to business level. I also think it is right to focus on going beyond organic as you describe in the write-up. As you say organic is one thing, but hand produced fabrics, produced with no chemical and little electricity is a much more sustainable option." - **kind regards, Martin**

"Hello, I've looked at your website and was v inspired by your products and the ethos behind them." - **best wishes, Olivia**

"Saw your website and liked the work that you have done. Good designs with conscience. Please let me know more about your work and your products." - **Monica**

"Dear Moral Fibre We received our samples today and we love them is it possible to have a price list and lead times " - **many thanks, Carolyn**

## AWARDS ACCOLADES

In 2011 Shailini Sheth Amin was made a **Fellow of Ethical Fashion Forum, London, UK**. This is offered to her for her pioneering work in promoting Sustainability and Ethical Values in textile industry in India and Abroad. The message from Ethical Fashion Forum sent to her states that, 'We are very aware of your wonderful work. The Fellowship panel has decided it is clear that you are a true industry pioneer and exactly what the EFF are looking for. Therefore we would be delighted to offer you the invitation to join the Fellowship.' Last year **Outlook Business, India acknowledged MORALFIBRE as one of the top 25 'Good Businesses' in India**. Back in 2008, in the first year of our new venture, we were shortlisted as one of the **'Most Innovative Businesses'**. Shailini is a Spoke Person for sustainable textile industry.

MORALFIBRE believes that by promoting sustainable textile industry and fair trade in a transparent and committed way, we will be able to fulfill our promise to our people to bring them above the poverty line. We can do this without costing our natural resources and harming the environment. This is unique time when 'Best Practices' is also the 'Best Business'. If we mobilize ourselves in this direction, India can emerge as a world leader in Sustainable Textile Industry.

**MORALFIBRE HAS BEEN IN THE FOREFRONT OF SUSTAINABLE AND ETHICAL MOVEMENT IN INDIA.**

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