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ARCHROMA



ColorProse™

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Communicating Color Expertise To Color Professionals Worldwide

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The Future Of Color Is Now

The textile and apparel industry is in the midst of significant restructuring.

Globalization of supply chains will continue, encouraged by the pursuit of lower costs, regional plans such as Caribbean Basin Initiative (CBI), GATT elimination of most quotas in 2005, and planned reduction or elimination of many textile and apparel tariffs by decade's end.

The balance of power – and the principal drivers for innovation – within the supply web continues to shift from fiber, dye/chemical companies and textile mills to retail organizations, those closest to the ultimate consumer.

Archroma Global Services has been formed as a business of Clariant Corporation to meet the color management needs of the fashion apparel industry. Successful participants at all levels in the textile/apparel supply chain, both now and in the future, will be globally positioned and adept at managing and nurturing multilateral relationships. Clariant's presence – in 120 countries around the world – means a powerful strategic advantage to industries – such as fashion apparel – that have no geographical boundaries.

Archroma equips its retail clients and their suppliers to enter the future of color processing with innovative engineered color solutions. For example, Archroma pioneered the development of Engineered Color StandardsSM (ECS) to give apparel supply chain managers an option that can help reduce costly development time and eliminate the need for reformulations late in the development cycle, potentially cutting the overall time from design concept to finished garment. Proprietary, patent-pending soft-

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ware and business processes form the core of the Archroma operation, and lay the foundation for a greater range of innovative services moving forward.

Retailers are telling us that Clariant's expertise in color communication and in engineering and distributing top-quality textile color standards is essential to their speed-to-market and to bottom-line profitability. Many mills appreciate receiving reliable, good running formulations with the engineered standard.

Clariant's traditional strengths of technical expertise, worldwide mill customer support, and excellent product ranges in dyes and chemicals are complemented by Archroma's leading-edge service and support to retail accounts. Archroma Global Services helps further position Clariant as a leader in today's rapidly evolving textile/apparel businesses, providing Engineered Color Standards, color recipes, and technical expertise retail customers and their suppliers can count on to get the job done right...every time!



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