



/ MEDIA RELEASE

ARCHROMA HITS THE ROAD THIS OCTOBER TO SHARE ITS STUNNING INNOVATIONS FOR THE PAPER INDUSTRY

- Archroma's Paper Solutions business will showcase at ABCTP 2013 in Brazil, TAPPSA in South Africa and MIAC in Italy
- Customers to see a new name and logo, and experience the same commitment to the paper industry

Reinach, 4 October 2013 - Archroma, a global leader in color and specialty chemicals, and the former textile, paper and emulsions businesses of Clariant, is reintroducing itself with a new name and a continued commitment to serve its customers with proven innovation, strong core technologies and a global footprint to meet customer needs in their local markets. Through its three businesses: Textile Specialties, Paper Solutions and Emulsion Products, Archroma delivers specialized performance and color solutions to the textile, yarn, paper, packaging, tissue, pulp, coatings, paints, adhesives, and construction industries.

"You couldn't ask for a more exciting way to engage with customers. We'll be in Brazil, South Africa and Italy sharing the news about our new company, and our latest papermaking products," says Helmut Wagner, Archroma's President, Paper Solutions. "Archroma has deep knowledge and experience of chemistry spanning approximately 120 years, and we remain committed to innovation, world-class quality standards, high service levels, cost-efficiency and sustainability."

Archroma's latest developments support the manufacture of high-performance general-purpose paper and food packaging solutions which are also sustainable and more environmentally considerate. They join the company's established processing chemicals, coloration and whiteness, and surface coating additives and agents for all kinds of paper, card, and board.

Helmut Wagner adds, "As part of the SK Capital portfolio, Archroma offers its customers a reliable and long term commitment to developing new product solutions, process technologies and services. We are poised and ready to strengthen our already strong commitment to the paper industry. We develop technologies that help improve the beauty and performance of everyday products, for a greater life experience, a "life enhanced".

At the show:

New **Cartaguard**[®] KHI is a totally PFOA-free, grease resistant additive for recyclable, non-plastic coated paper packaging used for eat-out-of-hand snacks, such as fast-food, pastries and confectionary. It provides a true alternative to manufacturers on the look-out for effective and safe impregnating agents for naturally absorbent papers.



Archroma will also introduce visitors to its new disulphonated optical brightening agents Leucophor[®] ACK and Leucophor[®] ACW. While both products are specifically designed to satisfy the most demanding environmental requirements without compromising quality or ease of use, Leucophor[®] ACK brings sustainability advantages through its unique, super-highly concentrated urea-free liquid formulation.

Archroma's award-winning stickies control innovation, **Cartaspers[®]** PSM and **Cartaspers[®]** SCH offer full control of pitch and sticky deposits in pulp and paper applications, protecting wires and felts, reducing downtime and minimizing the use of solvents for cleaning.

Archroma's range of **Cartabond[®]** wet end products for increasing wet and dry strength, and **Cartasol[®]** liquid dyes will also be featured.

When and where to meet the Archroma Paper Solutions team:

Oct 8-10: ABCTP 2013 (Associação Brasileira Técnica de Celulose e Papel) at the Transamerica Expo Centre in Sao Paulo, Brazil, Booth 244/267.

Oct 16-18: MIAC International Exhibition of Paper Industry, at the Lucca Polo Fiere in Lucca, Italy, Booth 100.

Oct 22-23: TAPPSA National Conference & Exhibition at the Elangeni Hotel, Durban, South Africa, Booth B14.

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/ Media Relations

Muriel Werlé
Archroma
+65 6866 7422 or +65 8318 1260
muriel.werle@archroma.com

Paulien Boumans
EMG
+31 164 317 015 or +31 6 21 59 09 91
pboumans@emg-pr.com

www.archroma.com

Archroma is a global color and specialty chemicals company committed to innovation, world-class quality standards, high service levels, cost-efficiency and sustainability. Archroma is headquartered in Reinach near Basel, Switzerland, and operates with approximately 3000 employees over 35 countries. Through its three businesses: Textile Specialties, Paper Solutions and Emulsion Products, Archroma delivers specialized performance and color solutions to meet customer needs in their local markets. Archroma helps people fulfill their desire for products that appeal to their emotions and senses for a greater life experience, by developing beauty- and performance-improving technologies applied to everyday products. Products enhanced, colors enhanced, performance enhanced – “Life enhanced”.

www.paper.archroma.com

Archroma's Paper Solutions Business provides expertise in the management of whiteness, coloration, special coatings and strength for all kinds of paper. By combining our focused product range with the application services of our paper experts around the globe, we enhance both the optical and functional properties of paper. Additionally we constantly optimize the production processes for our clients. Depending on our customer's specific requirements regarding performance, cost and application, we offer a tailor-made solutions tailor-made to address their challenges.

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.