



/ MEDIA RELEASE

ARCHROMA LAUNCHES LEUCOPHOR® SKH LIQUID PAPER BRIGHTENER FOR COLORLOK® GRADES

- A new solution for achieving high brightness in ColorLok® papers at an affordable price

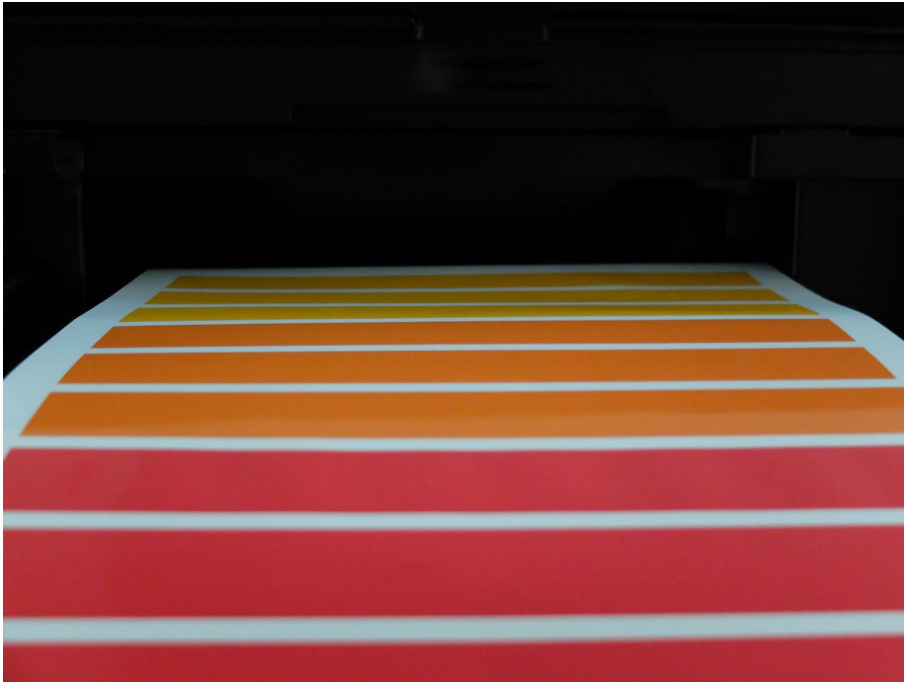
Reinach, 10 December 2013 – Archroma, a global leader in color and specialty chemicals, and the former textile, paper and emulsions businesses of Clariant, is pleased to offer papermakers a new opportunity to achieve cost-effective, high-brightness ColorLok® grades of office paper with the launch of Leucophor® SKH liquid. This optical brightening agent (OBA) is the latest addition to Archroma's innovative Leucophor range.

Leucophor SKH is a urea-free, hexasulfonated OBA capable of delivering the highest levels of brightness. It sets a new benchmark of cost performance when used in combination with ColorLok technology in size-press applications. At the same time, Leucophor SKH maintains excellent performance in standard size-press applications.

Andrew Jackson, Global Head Product Management OBA at Archroma comments: "Archroma's Paper Solutions Business constantly improves and innovates both its products and services based on market needs. Leucophor SKH is an exciting development; it brings to market a new solution for achieving high brightness in ColorLok papers at an affordable price. We look forward to working together with our customers to use this innovative OBA technology to bring down application costs."

Leucophor SKH is currently available in the United States, with rollout in Canada and Latin America expected to follow shortly. It is anticipated that Leucophor SKH will be available in Europe from mid-2014.

ColorLok technology is a new standard developed by HP and International Paper that improves ink drying speed and definition on office papers, creating extra sharpness, bolder blacks and more vivid colors. ColorLok grades of paper are compatible with inkjet, laser and copier machines.



Archroma launches Leucophor® SKH liquid paper brightener for ColorLok® grades.

ColorLok® is a trademark of International Paper Company. The opinions provided herein related to ColorLok® Technology solely belong to Archroma and are not the opinions of International Paper Company. International Paper Company is not responsible for the opinions expressed herein.

Leucophor® Registered trademark

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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”.

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