



/ MEDIA RELEASE

ARCHROMA PUTS HIGH PERFORMANCE AND SUSTAINABILITY IN REACH AT PAPERCON 2014

- Latest developments meet cost-efficiency, high performance and environmental requirements
- Booth #220, TAPPI PaperCon 2014, April 27-30, Nashville Convention Center, TN, USA

Reinach, 31 March 2014 – Archroma, a global leader in color and specialty chemicals, and the former textile, paper and emulsions businesses of Clariant, will put sustainability and high-performance within easy reach of the paper industry with its latest benchmark-setting papermaking innovations at PaperCon 2014 (Booth #220).

Archroma will demonstrate its on-going commitment to support papermakers with cost-effective and more environmentally-considerate solutions to the performance needs of local markets. Archroma's comprehensive product ranges for general-purpose paper and food packaging cover optical brightening agents (OBAs), coloration and processing chemicals, and surface coating additives and agents for all kinds of paper, card and board.

New developments from Archroma in the spotlight at PaperCon 2014:

- OBA **Leucophor**[®] SKH liquid offers a new opportunity to achieve high-brightness ColorLok[®] grades of office paper at an affordable price. The urea-free, hexasulfonated OBA is capable of delivering the highest levels of brightness and sets a new benchmark in cost performance when used in combination with ColorLok technology in size-press applications. It also maintains excellent performance in standard size-press applications.
- The latest addition to Archroma's innovative Leucophor range joins recent introductions disulfonated OBAs **Leucophor** ACK and **Leucophor** ACW in satisfying 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.
- **Cartaguard**[®] KHI is a totally PFOA-free, grease-resistant additive for recyclable, non-plastic coated paper packaging used for eat-out-of-hand snacks. It provides a true alternative to manufacturers on the look-out for effective and safe impregnating agents for naturally absorbent papers.

Established innovations featuring at the show:

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



- **Cartabond**[®] wet end products for increasing wet and dry strength and **Cartasol**[®] liquid dyes.
- Concentrated disulfonated OBA **Leucophor**[®] **ALC** for customized brightness and whiteness at controlled cost levels. Leucophor[®] ALC is a solution easier storage as no stirring is needed.

“Today’s papermakers are looking to bring down application costs and manufacture high-performance products which are also sustainable and more environmentally considerate,” comments Dean Devries, Product Manager Colorants & OBA, Paper Solutions Business, Archroma, USA. “Archroma’s 120-year track record of supporting the paper industry gives us the unique capability to help them address this challenge. Our continued commitment is backed by experience, core technologies, long-standing relationships and a global footprint that together ensure we can deliver high service levels and world-class innovations that reflect the needs of our customers and their markets.”

Visit Archroma at TAPPI PaperCon 2014 Booth #220.

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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”.

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