



/ MEDIA RELEASE

ARCHROMA ANNOUNCES PRICE INCREASES FOR TEXTILE DYES

Reinach, 24 April 2014 – Archroma, a global leader in specialty chemicals, today announced further major price increases on a wide range of its dyes for the textile industry. The main driver for the increases is the growing pressure from increased environmental controls in the production of important raw material and dye intermediate chemicals in Asia, especially in China. This is leading to shortages and steep price increases for such chemicals in the leading producing markets in Asia, impacting through the whole dyes value chain worldwide. Examples of the most impacted intermediate chemicals include H acid, bromaminic acid and anthraquinone derivatives. Most dyestuff types have been impacted by the current raw material market situation, including the most widely used in textile manufacturing such as reactive and direct dyes for cellulosic fibers, as well as disperse, acid and metal complex dyes for synthetics and wool fibers.

“We have been faced with wave after wave of dramatic cost increases for critical raw materials and dye intermediate chemicals,” explains Alan Cunningham, Global Head of Textile Dyes Marketing, Textile Specialties Business, at Archroma. “Our latest discussions with major raw material and dyes intermediate producers confirm that the pressure on costs is increasing further. As a result we are faced with no alternative but to announce immediately a new wave of price increases across a wide range of our products.”

These price increases will be effective immediately around the world or as contracts allow.

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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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