



/ MEDIA RELEASE

New Smartrepel Hydro from Archroma keeps outdoor clothing dry and nature cleaner

- Nature-friendlier water repellent protection with high wash durability for cotton, synthetic fibers and their blends
- New generation of non-fluorine chemistry that meets criteria for PFC-free finishes and clothing: compliant with ZDHC MRSL* and Oeko-Tex^{®****} standard; bluesign^{®**} approved
- Product introduction at AATCC 2015 International Conference, March 24-26, Savannah (Georgia), USA

Reinach, 19 March 2015 – Archroma, a global leader in specialty chemicals, introduces a true innovation in water repellency for outdoor clothing with the launch of its Smartrepel Hydro line for polyester, polyamide and cotton-based textiles.

Smartrepel Hydro water repellent agents extend the benefits of high-performing, nature-friendlier protection to the full spectrum of fibers used in today's outdoor segment.

A novel technology that is not based on fluorine chemistry, PFC, PFOA, PFOS or solvents, the Smartrepel Hydro product range supports the increasing adoption of eco-advanced materials and production processes by textile producers and brand owners adhering to industry initiatives such as the Joint Roadmap towards Zero Discharge of Hazardous Chemicals (ZDHC)*, and eco-label standards such as bluesign^{®**} and Oeko-Tex^{®****}.

Smartrepel Hydro achieves a level of performance for cotton and synthetic fibers and blends as yet unattainable with alternative non-fluorine solutions, and similar to C6-based solutions.

Archroma's micro-encapsulated technology uses a repelling agent and anchoring agent that together create a perfect symbiosis of water protection, breathability and durability. Its high water repellence performance for cotton, polyester and polyamide is tested according to AATCC 22. Thanks to the innovative technology developed by Archroma's R&D experts, the finish overcomes the limitations of comparable non-fluorine products currently available on the market, and achieves a soft and bulky hand-feel and strengthens the fabric against abrasion and tearing, without any yellowing.

These effects combine to create a durable, weatherproof garment that is flexible, soft to the touch and not sticky. Smartrepel Hydro's protective properties last for more than 20 washing cycles, reaching the pinnacle of what is technically possible for any non-fluorine solution today.

The range comprises Smartrepel Hydro CMD designed for cellulosic fibers and blends, and Smartrepel Hydro PM for synthetic fibers.

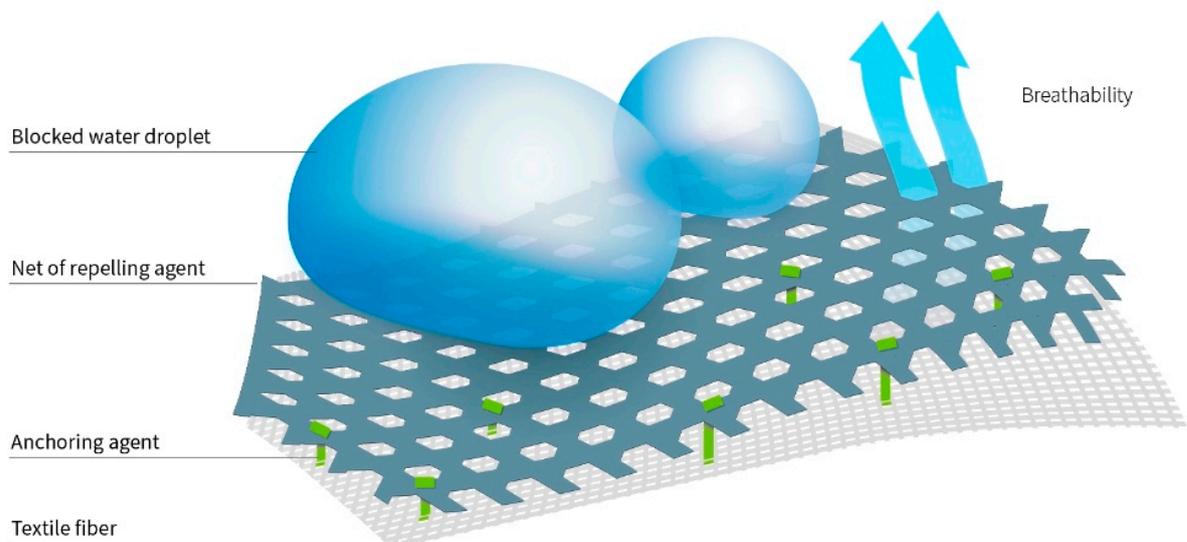
“We are quite excited to introduce this technology to the market. Smartrepel Hydro combines two benefits that were long awaited, especially by the outdoor textile segment: a nature-friendlier chemistry, together with long-lasting, efficient water repellency for both synthetic and cellulosic fibers. With its strong eco-profile, supported by recognized eco-certificates, and unmatched performance Smartrepel Hydro now offers the market a positive alternative to conventional fluorocarbon-based water repellency products,” comments Georg Lang, Global Head of Product Marketing Finishing, Textile Specialties, at Archroma.

For more information on Smartrepel Hydro, please visit our dedicated page:
www.smartrepel.com.

* See www.roadmaptozero.com

** Registered trademark of bluesign Technologies AG

*** Registered trademark of Oeko-Tex® Association



Archroma’s micro-encapsulated technology uses a repelling agent and anchoring agent that together create a perfect symbiosis of water protection, breathability and durability. (Photo: Archroma)



Smartrepel Hydro by Archroma, a new generation of non-fluorine chemistry that meets criteria for PFC-free finishes and clothing. (Photo: Archroma)

END

/ Media Relations

Muriel Werlé
Archroma
+41 61 716 3375 or +41 79 536 9117
muriel.werle@archroma.com

Kevin Noels
EMG
+31 164 317 011 or +31 6 3005 1452
knoels@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”.

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