



/ MEDIA RELEASE

SUSTAINABILITY AND INNOVATION UNDERSCORE ARCHROMA'S NEW OFFERINGS AT DENIM PREMIERE VISION

Booth #C4

Denim Premiere Vision

May 27-28, 2015, Barcelona

- Extension of application range for **Optisul® C dyes**, offering new color effects on printed and coated fabrics
- Introduction of **Diresul® Pacific Blue RDT**, the first in a new collection of vibrant, ocean-themed bright sulfur blue and green dyes
- Spotlight on innovative, eco-advanced solutions in Archroma's portfolio, including: traceable **EarthColors** dyes derived from agricultural waste; **Advanced Denim** dyeing process; and the **SmartRepel Hydro** technology for performance in casual wear

Reinach, 21 May 2015 – Archroma, a global leader in specialty chemicals, will showcase at the Denim Premiere Vision (DPV) show in Barcelona, May 27-28, how it is leveraging innovative chemistry to generate several new fashion-forward, eco-conscious colors and finishes. These advances add value for consumers, mills and brand owners alike.

Make an impression with Optisul® C dyes

Archroma has expanded its application range for its Optisul C liquid dyes to include new colors and treatment options on printed fabrics. These dyes will allow garment makers to create chemical contrasts on printed and coated jeans.

The Optisul C products are affinity-free, sulfide-free* dyes, suitable for GOTS** and bluesign®*** approval. They also allow easier application than current piece dyeing techniques for physical and chemical wash-down effects.

Dive into an ocean of new, bright blue colors

As part of its growing colors portfolio, Archroma is introducing at DPV a new, bright blue sulphur dye called Diresul® Pacific Blue RDT. It is the first in a planned series of bright greens and blues – all bearing ocean-related names. The company will have garment samples of the Diresul Pacific Blue RDT at its booth, as well as color samples of more shades that are due to be commercially available later this year. This new range also will be suitable for use with Archroma's Advanced Denim dyeing solutions.

Nuria Estape, Marketing Executive for Special Dyes at Archroma, notes: "In line with the fair's theme and with upcoming fashion trends, we are here at DPV to launch a new constellation of vibrant color options for your denim and casualwear. These will come available in a wide palette of blueish tones and looks, especially achievable through our Advanced Denim technology."



“Archroma’s new coloring options for denim and casualwear enable manufacturers to expand their color horizons,” added Estape, “while our existing Advanced Denim technology will help to use precious resources in a more responsible way.”

Keep track on sustainability with EarthColors

Archroma diverts agricultural and herbal waste from the landfill and uses it to produce a palette of rich green, brown and grey EarthColors dyes, offering brand owners a compelling sustainability story.

This recently launched range also offers consumers and brand owners a new level of environmentally focused transparency. Archroma will put all the information about individual batches of color on NFC hang tags to be attached to each item of clothing. Each hang tag incorporates a chip with all the information on it, and prospective buyers in the shop can access information by using Near Field Communications technology incorporated into their phones. NFC chips not only can give shoppers access to detailed product information but, with the use of a special app, also can provide brand owners with complete tracking and traceability data regarding each garment.

Experience the attraction of SmartRepel

Archroma’s SmartRepel is a novel finishing range that is not based on fluorine. SmartRepel Hydro provides water repellency performance to casual clothing while retaining softness and breathability.

Be sure to stop by **Booth #C4** at the DPV show to meet the Archroma denim specialist team, learn about the company’s innovative and eco-advanced color and effect technologies, and get a first-hand look at its creative and colorful solutions for denim and casualwear.



Optisul® C dyes for printed fabrics. (Photo: Archroma)



Optisul[®] C dyes for piece dyeing. (Photo: Archroma)



Diresul[®] RDT dyes for bright blue denim. (Photo: Archroma)



EarthColors by Archroma. (Photo: Archroma)



SmartRepel by Archroma. (Photo: Archroma)

Optisul® and Diresul® Registered trademarks

* Below limits of detection

** GOTS (or Global Organic Textile Standard) is a standard of the international working group on global organic textile standard

bluesign® is a registered trademark of bluesign Technologies AG

*** is a registered trademark of Bluesign Technologies AG

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
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.