



/ MEDIA RELEASE

ARCHROMA TO SHOWCASE "COLORS ENHANCED. PERFORMANCE ENHANCED. SUSTAINABILITY ENHANCED." AT ITMA 2015

- Visit Archroma in Hall H8, Booth F101

Reinach, 3 August 2015 – Archroma, a global leader in specialty chemicals, will showcase at ITMA 2015 innovative technologies especially designed to take up customers' challenges at every step of the production chain.

Being true to its long-term commitment to sustainability and innovation, Archroma will present solutions that combine performance, cost optimization and responsible textile production, under the motto: "Colors enhanced. Performance enhanced. Sustainability enhanced."

COLORS ENHANCED

Archroma brings together decades of experience in formulation and technical know-how in dyestuff and pigments. With the recent acquisition of BASF chemicals textile business and 49% of M. Dohmen, Archroma is gaining further strength in particular in the area of printing and automotive.

The company introduced over the past few years a number of innovations that gained wide industry acclaim. At ITMA 2015, Archroma will put the spotlight on two new ground-breaking solutions: EarthColors* and Inkpresso*.

EarthColors*

This new range of dyes is created from agricultural waste: almond shells, saw palmetto, rosemary leaves, etc. They can be used to provide rich red, brown and green colors to denim and casualwear.

The information about the individual batches of color and the garments production route is available to brand owners to be put on hang tags to be attached to each item of clothing and accessed using Near Field Communications (NFC), a sophisticated and consumer friendly technology incorporated into smartphones.

With EarthColors*, Archroma helps brand owners and textile mills by letting the consumer know how the colors of their clothes are made, and where the raw materials come from.

Inkpresso*

Archroma, together with a Swiss technology provider, will introduce for the very first time at ITMA 2015 a pioneering system that will mark a turnaround in the textile digital printing market. Inkpresso* will change the way inks are supplied to digital printers.



Inkpresso* brings together benefits that were unattainable so far in inkjet printing: Production flexibility, no shelf-life problems, a larger color spectrum and the possibility of an individual coloristic fingerprint.

PERFORMANCE ENHANCED

Archroma offers a constant flow of eco-advanced and innovative new process and functional chemicals, aiming at providing solutions that combine performance, safety and low impact on resources. Archroma regularly partners with innovation-driven players such as Schoeller¹, Sanitized² and Cotton Incorporated³, to offer textile producers, brands and retailers the latest and best available technologies.

At ITMA 2015, Archroma will present two major innovations: SmartRepel* Hydro and its "zero add-on"⁴ formaldehyde solutions.

SmartRepel* Hydro

This new range is Archroma's nature-friendlier protection that keeps cotton, polyester and polyamide textiles dry. The unique technology offers exceptional, durable water repellency and it is not based on fluorine.

SmartRepel* Hydro supports the increasing adoption of eco-advanced materials and production processes by textile producers and brand owners.

"Zero add-on"⁴ formaldehyde solutions

After January 1, 2016, formaldehyde will be re-classified by ECHA⁵ as "may cause cancer" (Carc. 1B). Ready for the challenge, Archroma will present at ITMA 2015 a unique proposition combining: Fixapret[®] Resin WFF, a "zero add-on"⁴ formaldehyde no-iron finishing system and Helizarin[®] EcoSafe a "zero add-on"⁴ formaldehyde printing system.

With Fixapret[®] Resin WFF, and Helizarin[®] EcoSafe, consumers can enjoy end-products that look good, whilst saving on precious resources and being gentler on the skin.

SUSTAINABILITY ENHANCED

Brand owners and retailers around the world are taking action to evaluate the environmental impact of textile treatment, dyeing and finishing processes in response to consumer concerns. It is no longer sufficient merely to comply with relevant regulations.

Archroma's engagement in favor of a more sustainable textile industry is deeply rooted in everything they do, and they will have many a proof point to show at ITMA 2015. Archroma is however a step ahead of its peers. In 2012, the company launched a game-changing service, **ONE WAY***.



ONE WAY* sustainability service

Introduced after more than 2 years of development, ONE WAY* was designed to demonstrate to textile manufacturers, brands and retailers that it is possible to bring together the twin objectives of ecology and economy. The tool provides a fast, measurable and reliable approach to the selection of chemical product and resource saving process solutions.

The tool is constantly improved. In 2014, Archroma added its portfolio of ZDHC MRSL-compliant⁶ chemicals and dyes to the ONE WAY* sustainability calculation tool.

ONE WAY* has received industry recognition with the 2013 ICIS Best Business Innovation Award⁷.

Thomas Winkler, President of Archroma's Textile Specialties Business, comments: "Together with the newly joined former BASF textile chemicals business team, Archroma brings together a heritage of more than 120 years of enhancing colors, performance and sustainability for our customers, as well as brands, retailers, and the consumers. At ITMA, visitors will be able to see for themselves that we further consolidate this heritage on our way to become the preferred supplier in our industries."



Archroma will be at ITMA 2015. (Photo: Archroma)



Archroma's EarthColors* Effect Label. (Photo: Archroma)



Archroma's Smartrepel* Effect Label. (Photo: Archroma)

* Product or Service by Archroma

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(1) <http://www.schoeller-textiles.com/>

(2) <http://www.sanitized.com/en.html>

(3) <http://www.cottoninc.com/>

(4) No formaldehyde is added intentionally in the recipe or the raw material components, and there is no generation of formaldehyde during the synthesis of products, allowing compliance with Oeko-tex® Standard 100 class 1 at any given point of time. Please note that formaldehyde is of ubiquitous nature. Trace impurities do not influence the quality of the product.

(5) <http://echa.europa.eu/>

(6) <http://www.roadmaptozero.com/>

(7) <http://www.icis.com/awards/>

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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.