



/ MEDIA RELEASE

ARCHROMA TO HOST DAILY INNOVATION SESSIONS AT ITMA 2015

Reinach, 2 November 2015 – Archroma, a global leader in color and specialty chemicals, today announced daily “Innovation Sessions” will be hosted at ITMA 2015.

On August 3, 2015, Archroma announced that its textile experts team would be present at ITMA 2015 to showcase solutions that combine performance, cost optimization and responsible textile production, under the motto:

“IT’S WONDERFUL. Color enhanced. Performance enhanced. Sustainability enhanced.”

The “Innovation Sessions” will take place every day at Hall 8 - Booth F101 at 11:00 to allow visitors to take an in-depth look at what some of these innovations will mean to the textile industry.

There will be 2 separate sessions on 4 different topics, including:

- *November 12 (Thursday): Sustainability & ONE WAY*
- *November 13 (Friday): EarthColors*
- *November 14 (Saturday): Inkpresso*
- *November 15 (Sunday): SmartRepel*
- *November 16 Monday): Sustainability & ONE WAY*
- *November 17 (Tuesday): EarthColors*
- *November 18 (Wednesday): Inkpresso*
- *November 19 (Thursday): SmartRepel*

SUSTAINABILITY & ONE WAY

For all of us, inner beauty matters just as much as outer beauty. Consumers aspire to clothing, garments or textiles that bring them function, beauty ...and meaning - clothing, garments or textiles that are made in a more sustainable and responsible way. Archroma will present their engagement in favor of a more sustainable textile industry, with a deeply rooted, long-term commitment into everything they do. Archroma will also provide updates on its ONE WAY sustainability tool.

Speaker: Paul Cowell, Head of Global Brand Marketing, Archroma Textiles Specialties.

EARTHCOLORS

Archroma’s teams believe that they can change the world. This is what initially drove the company’s R&D team in Barcelona, Spain, to look for a way to help clothing companies and brands on their way to eco-conscious fashion. The result is EarthColors, a range of products created from agricultural waste and embracing the latest in communication technology to enable transparency and traceability through the supply chain to consumers.

Speaker: Nuria Estape, Head of Global Marketing/ Promotion, Archroma Textiles Specialties.

INKPRESSO

Archroma, together with a Swiss technology provider, introduces for the very first time at ITMA 2015 a pioneering system that Archroma believes 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.

Speaker: Rainer Roesch, Head of Global Business Development, Archroma Textiles Specialties.

SMARTREPEL

SmartRepel® Hydro 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 produces a soft hand feel and outstanding breathability – the perfect long lasting high performance finish for weatherproof garments.

Speakers: Georg Lang, Head of Global Business Development Finishing, Archroma Textiles Specialties (November 15) and Jochen Schmidt, Global Product Manager Finishing Chemicals, Archroma Textiles Specialties (November 19).



Archroma to host daily Innovation Sessions at ITMA 2015. (Photo: Archroma)

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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.