



/ MEDIA RELEASE

ARCHROMA SHOWCASES AWARD-WINNING SUSTAINABLE TEXTILE INNOVATIONS AT CHINA INTERDYE 2014

- Improving performance and reducing environmental impact - Repellence & release technologies, “ONE WAY” sustainability service and “ADVANCED DENIM” dyeing and finishing concept
- Booth #221 Hall A, 14th China International Dye Industry Pigments and Textile Chemicals Exhibition, Shanghai World Expo Exhibition and Convention Center, April 16-18, 2014

Reinach, 17 March 2014 – Archroma, a global leader in color and specialty chemicals, and the former textile, paper and emulsions businesses of Clariant, will highlight breakthrough opportunities for sustainable textile manufacture at China Interdye, April 16-18, 2014 in Shanghai. Presenting its award-winning innovations and services under the slogan *“We touch and color people’s lives, every day, everywhere”*, Archroma will exhibit for the first time in China since becoming a standalone company at Booth HallA#221.

Archroma’s solutions allow textile producers to develop more sustainable products and processes and combine functionality with lifestyle.

At the booth, visitors can discover Archroma’s new range of textile and garment samples, and experience the calculation tools designed for the selection of products and processes that support the shift toward more eco-advanced technologies and address creativity and design trends.

Archroma’s **ONE WAY sustainability service** is recognized for its game-changing approach to textile manufacturing based on the strong conviction that both ecological and economic benefits are reachable. ONE WAY is designed to help customers meet their sustainability targets in a fast and reliable manner. It is a 3-step systematic approach to the selection of chemicals and production processes that once completed, gives customers calculation results that assess the cost, performance and environmental profile of the evaluated products and processes.

ONE WAY was honored with the prestigious ICIS Innovation Award for Best Business Innovation 2013, and the effectiveness of its sustainability calculation system was confirmed in physical tests carried out by leading machine builder Fong’s.

Archroma’s **ADVANCED DENIM** aims at developing new technologies for exciting color and material effects to be achieved, while reducing the impact of denim manufacturing on the environment. When employing the ADVANCED DENIM technology, based on the “Denim-Ox” and “Pad/Sizing-Ox” processes, water consumption can be reduced by up to 92%, up to 63% of the usual cotton waste can be avoided, and up to 30% can be saved in energy costs compared to traditional denim processes. Latest developments include an exhaust dyeing process using non-indigo based Diresul® Indicolor dyes that respond



effectively to increasing garment dyeing demand, and affinity-free sulfide-free* dyes, Optisul® C, suitable for GOTS** and bluesign®¹ approval.

Advanced Denim technology received the prestigious 2012 ICIS Innovation Award and Innovation with Best Environmental Benefit Award.

Innovative **repellency and release finishing technology** is offered by Archroma's expanding range of next generation C6-based fluorochemicals Nuva® N for state-of-the-art water and soil management, and by its latest introduction to the range: fluorine-free Arkophob® FFR. Arkophob® FFR helps meet the market's growing demand for a technology able to combine fluorine-free chemistry with long-lasting water repellency. Nuva® N and Arkophob® FFR meet bluesign®¹ criteria.

"We touch and color people's lives every day, every where, which is why Archroma is committed to developing products and processes for fabrics and garments that are safer and gentler for the consumer and for the environment. Our experience demonstrates that sustainability can generate innovation, performance and even cost savings for our customers, and we are looking forward to highlighting this potential at Interdye China," comments Paul O'Prey, Head of Sales and Marketing for Archroma's Textile Specialties business in China.

Visit Archroma at Booth Hall#221 from April 16-18, 2014.



Archroma showcases award-winning sustainable textile innovations at China Interdye 2014. (Photo: Archroma)



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®1 Registered trademark of Bluesign Technologies AG

* Below limits of detection

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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.