

SMART WHITE

A system to optimize production even at the highest whiteness level for high quality paper and less resource usage

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

SMART WHITE / Performance components of the system

Leucophor®

Wet end disulphonated optical brightener

- High fixation rate
- Highly concentrated
- Urea-free*

Cartawhite® XL

Surface tinting dyestuff

- Builds whiteness without destroying brightness
- Enables OBA & Colorant reduction



Cartaren® & Cartasol®

Wet end tinting colorants

- Shade control with blue & violet
- For high performance Cartaren® is recommended
- For cost-controlled whiteness Cartasol® is recommended

Leucophor®

Surface hexsulphonated optical brightener

- ColorLok™ compatible
- Urea-free*
- Highly concentrated*

* Depending on product selection

SMART WHITE / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Compliant with REACH, Nordic Swan, EU Flower & BfR
- Reduced chemical usage
- Truer, cleaner white with improved contrast and printability resulting in a quality product
- Highest level of whiteness and brightness
- Optimized and efficient process due to less out-of-specification paper
- Up to 20% OBA and 50% shading colorant reduction*

'SAFE' WITH:

Archroma's BRIGHT N' SAFE system



SAFE

'EFFICIENT' WITH:

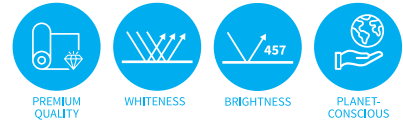
Archroma's BRIGHT N' SAFE system compared to benchmark classical pigment printing package



EFFICIENT

'ENHANCED' WITH:

Archroma's BRIGHT N' SAFE system



ENHANCED

*SMART WHITE compared to standard whitening system

THE ARCHROMA WAY TO A SUSTAINABLE WORLD / Safe + Efficient + Enhanced = The Ultimate Collection



SAFE – IT'S OUR NATURE TO PROTECT

A solid core: Our deeply rooted goal to protect people and our planet. Safe to use, safe to release and also safe to wear.

EFFICIENT – IT'S OUR NATURE TO RETHINK SUSTAINABLE MANUFACTURING

Innovating application processes that minimize resources and maximize productivity, both in our and our customers' manufacturing as well as by setting ourselves ambitious sustainability goals.

ENHANCED – IT'S OUR NATURE TO ADD ANOTHER LEVEL OF VALUE

Innovation is critical. With it, we create additional effects, functionalities and aesthetics and sustainable differentiation to bring additional value, helping consumers to achieve their goals, for a life enhanced.

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CERTIFIED TO
SE EN ISO 9001:2015
SN EN ISO 14001:2015
SN EN ISO 45001:2018

For additional technical service and/or laboratory assistance, contact your local Archroma representative.

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