

CASUAL x SMART

A sulfur dyeing system for trendy wash-down looks to make versatile clothes with a smart production process that is gentler for the planet



THE ARCHROMA WAY TO A SUSTAINABLE WORLD

CASUAL x SMART / Performance components of the system

Diresul® RDT

Pre-reduced liquid dyestuffs with minimal sulfide content

- Dye range compliant with the strictest official eco-standards and requirements from retailers and fashion leading companies
- Unique selection of blues to obtain Indigo look (C2C certified)
- Dyes manufactured in Archroma's eco-certified plant nearby Barcelona (Spain)



Cyclanon® MSA p

Reducing agent

- High effectiveness under alkaline conditions and low temperature
- Stable reducing agent (low sensitive to atmospheric oxygen)
- Salt-free wastewater

Leonil® EHC liq c

Excellent wetting agent

- Non-foaming
- Perfect compatibility with Diresul® RDT (anionic)
- Facilitates penetration of difficult cotton grey goods

CASUAL x SMART / Main benefits in a nutshell

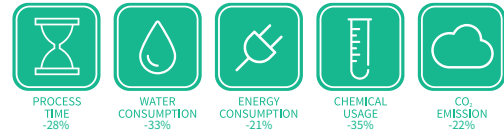
- Safe products from a reliable global partner who applies international safety standards
- Increases profitability through lower processing & operating costs
- A short and robust system approach:
 - Improved resource optimization in terms of water & energy
 - Shorter production process allows for increasing capacity
 - Significant less salts and chemicals, less impact on wastewater
- Minimal fading wash- after wash
- Differentiation with improved resource utilization and less pollution for brands that demand and drive sustainable production

'SAFE' WITH:
Archroma's CASUAL x SMART system



SAFE

'EFFICIENT' WITH:
Archroma's CASUAL x SMART system compared to benchmark reactive + pigment process



EFFICIENT

'ENHANCED' WITH:
Archroma's CASUAL x SMART system



ENHANCED

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.

www.archroma.com

ARCHROMA MANAGEMENT LLC
Brand & Performance Textile Specialties
Neuhofstrasse 11, 4153 Reinach
Switzerland

bptmarketing@archroma.com



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

This information corresponds to the present state of our knowledge and is intended as a general description of our products and their possible applications. Archroma makes no warranties, express or implied, as to the information's accuracy, adequacy, sufficiency or freedom from defect and assumes no liability in connection with any use of this information. Any user of this product is responsible for determining the suitability of Archroma's products for its particular application. * Nothing included in this information waives any of Archroma's General Terms and Conditions of Sale, which control unless it agrees otherwise in writing. Any existing intellectual/industrial property rights must be observed. Due to possible changes in our products and applicable national and international regulations and laws, the status of our products could change. Material Safety Data Sheets providing safety precautions, that should be observed when handling or storing Archroma products, are available upon request and are provided in compliance with applicable law. You should obtain and review the applicable Material Safety Data Sheet information before handling any of these products. For additional information, please contact Archroma. *For sales to customers located within the United States and Canada the following applies in addition: NO EXPRESS OR IMPLIED WARRANTY IS MADE OF THE MERCHANTABILITY, SUITABILITY, FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE OF ANY PRODUCT OR SERVICE.

* Trademark of Archroma registered in many countries
© 2020 Archroma