

DEEP SOUL

A system for overdyeing denim or woven fabrics for trendy wash-down looks using much less water and energy

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

DEEP SOUL / 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
- Dyes manufactured in Archroma's eco-certified plant nearby Barcelona (Spain)
- This product has received the Cradle to Cradle Products Innovation Institute's Gold Level Material Health Certificate



Reducing Agent HP liq

New reducing agent for sulfur dyes suitable for **room temperature** application systems

Optifix® E-50 liq

Strong bi-cationic fixing agent

- Improve the color fixation
- Improve washing fastness
- Reduce coloration in wastewater

DEEP SOUL / Main benefits in a nutshell

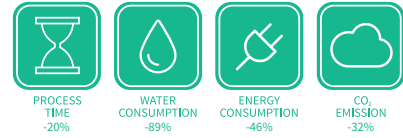
- Safe products from a reliable global partner who applies international safety standards
- Increases profitability through lower processing & operating costs
- A short and robust system approach:
 - Significant resource optimization in terms of water & energy
 - Cleaner and lower wastewater
- Better luster and overall fabric aspect as compare to conventional pad steam due to the final ozone step with G2 Dynamic continuous machine
- Good overall fastness
- Suitable for wash-down effects
- Differentiation with improved resource utilization and less pollution for brands that demand and drive sustainable production

'SAFE' WITH:
Archroma's DEEP SOUL system



SAFE

'EFFICIENT' WITH:
Archroma's PAD-OX G2 technology compared to benchmark Pad-Steam



EFFICIENT

'ENHANCED' WITH:
Archroma's DEEP SOUL 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.

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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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