

## DENIM VIBE

A sulfur-based system to efficiently create bright ocean blue denim without wasting an ocean of money and water

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## DENIM VIBE / Performance components of the system

### Diresul® Ocean Blues liq

#### Pre-reduced bright blue sulfur dyes

- Aniline-free\* minimal sulfide content
- Variety of wash-downs possible including an eco-wash
- These products have received the Cradle to Cradle Products Innovation Institute's Gold Level Material Health Certificate

### Optifix® E50 liq

#### Strong bi-cationic fixing agent

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



### Direfix® GPF liq

#### NEW oxidation catalyzer

- Fully compatible with cationic & non-ionic products
- Suitable for use in ADVANCED DENIM

\* Below limits of detection according to industry standard test methods. Not intentionally added

# DENIM VIBE / Main benefits in a nutshell

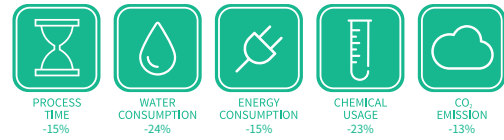
- Safe products from Archroma package fulfilling international safety standards
- Aniline-free\* bright denim
- Cost optimization and resource saving using ADVANCED DENIM concepts
- Less sensitive to price fluctuation and better product availability in case of sulfur bright blues
- No generation of salts (sulfates and sulfites) to be treated in the waste water treatment plant
- More regularity and consistency in processing as compared to bromo indigo, resulting in better quality standards
- Wide shade of bright blues combining Ocean Blues dyes for variety of wash-down effects

**'SAFE' WITH:**  
Archroma's DENIM VIBE system vs bromo indigo



SAFE

**'EFFICIENT' WITH:**  
Archroma's DENIM VIBE system using Advanced denim vs bromo indigo



EFFICIENT

**'ENHANCED' WITH:**  
Archroma's DENIM VIBE system



ENHANCED

CASE STUDY: Egyptian customer, slasher dyeing

\* Below limits of detection according to industry standard test methods

## 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](http://www.archroma.com)

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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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