

## LOVE NATURE X EARTHCOLORS®

An efficient dyeing system based on upcycled plant waste for colors inspired by nature that preserve its precious resources

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## LOVE NATURE X EARTHCOLORS® / Performance components of the system

### Diresul® Earth range

#### Nature waste-based dyes

- Patented dyes synthesized from non-edible waste from agricultural or herbal industries, such as leaves or nutshells
- **Cradle-to-Cradle** Product Innovation Institute's **Platinum Level** Material Health **Certificate**
- Warm ternary shades from nature
- Powerful build-up for deep shades
- Optimum fastness
- Fully traceable from the natural waste material to the store



### Reducing Agent DST

#### Dyeing stability agent\*

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

\* For garment application (without N2 kit) recommended product Cyclanon MSA

### Direfix® LFIN liq & Siligen® SIH-S liq

#### Finishing for lightfastness improvement and elegant handfeel

- Improves the lightfastness, especially in pale shades
- Excellent hydrophilicity
- Soft handle

# LOVE NATURE X EARTHCOLORS® / Main benefits in a nutshell

- Safe products from a reliable global partner with international safety standards

**'SAFE' WITH:**  
The LOVE NATURE x EARTHCOLORS® system



SAFE

- Optimized and efficient process at all stages
- Nature-based colors from non-edible agricultural or herbal industry waste, such as leaves or nutshells

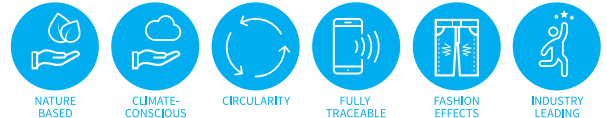
**'EFFICIENT' WITH:**  
The LOVE NATURE x EARTHCOLORS® system compared to benchmark reactive dyeing (deep shade)



EFFICIENT

- Fully traceable from the natural waste material to the store
- Suitable for wash-down treatments to create fashion effects
- Patented and awarded technology

**'ENHANCED' WITH:**  
The LOVE NATURE x EARTHCOLORS® system



ENHANCED

\* Diresul® Earth range is C2C Product Innovation Institute's Platinum Level Material Health Certificate



## 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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