

## [PURE INDIGO ICON]<sup>2</sup>

An aniline-free\* & PP-free\*\* indigo system that produces authentic denim without compromising our planet

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## [PURE INDIGO ICON]<sup>2</sup> / Performance components of the system

### Denisol® Pure Indigo 30 liq

#### Pre-reduced indigo

- Aniline-free\*
- This product has received the Cradle to Cradle Products Innovation Institute's Gold Level Material Health Certificate
- Same performance as regular indigo
- Manufactured in our award-winning Jamshoro production facility (Pakistan)



**Dekol® SN liq** – chelating agent

**Primasol® NF liq** – wetting & penetrating agent

**Setamol® WS p** – dispersing agent

- Best-in-class indigo dyeing auxiliaries
- These products have a Cradle to Cradle Material assessment statement, which permits its use in a Cradle to Cradle Certified certification at GOLD level

### CleanKORE™

#### Patented Ring Dyeing technology allowing:

- High degree of whiteness on the final look with single laser technique
- PP-free\*\* techniques
- No need of laser booster application
- Important resource saving in laundry process

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

\*\* Potassium Permanganate free

# [PURE INDIGO ICON]<sup>2</sup> / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Aniline-free\* indigo
- Allows elimination of PP thus neutralization in wash-down
- Patented ring dyeing technology
- Enhances consistency of the dyeing process for premium quality
- Allows extreme reduction in water consumption in laundry process
- Shorter process timing and possibility to increase production output
- Local washdown effects with top sustainability profile

## 'SAFE' WITH:

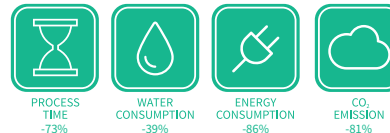
Archroma's [PURE INDIGO icon]<sup>2</sup> system



SAFE

## 'EFFICIENT' WITH:

Archroma's [PURE INDIGO icon]<sup>2</sup> compared to benchmark  
Indigo liquid dyeing & laser + PP wash-down



EFFICIENT

## 'ENHANCED' WITH:

Archroma's [PURE INDIGO icon]<sup>2</sup> system



ENHANCED

CASE STUDY: Pakistan customer, Laundry

- \* Below limits of detection according to industry standard test methods
- \*\* Potassium Permanganate free

## 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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