

PURE UNDERTONES

A sulfur bottoming system that brings a new layer of color creativity to your aniline-free* indigo denim

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

PURE UNDERTONES / Performance components of the system

Denisol® Pure Indigo 30 liq

Pre-reduced Indigo

- Aniline-free* indigo
- 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)

Diresul® Smartdenim Blue liq & Diresul® Ocean Blues liq range

Pre-reduced sulfur dye selection for unique bottoming effects

- These products have received the Cradle to Cradle Products Innovation Institute's Gold Level Material Health Certificate



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

Reducing Agent D p – reducing agent

Leonil® EHC liq c – wetting agent

- Selected dyeing auxiliaries compatible with Diresul® RDT sulfur dyes

* Below limits of detection according to industry standard test methods

PURE UNDERTONES / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Complete denim package of dyes and dyeing auxiliaries that ensures consistency and reproducibility
- Unique options in wash-down effects on the denim garment
- Multiple achievable indigo tones shading with Diresul® RDT specialties
- Aniline-free* technology, less pollution, better for the factory workers
- Exclusive technology on the market

'SAFE' WITH:
Archroma PURE UNDERTONES system



SAFE

'ENHANCED' WITH:
Archroma PURE UNDERTONES system



ENHANCED

*Below limits of detection according to industry standard test methods

THE ARCHROMA WAY TO A SUSTAINABLE WORLD / Safe + Enhanced = The Enhanced 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.

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

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.

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
© 2021 Archroma