

STAY DARK

A complete system
for long- lasting,
dark navy jeans

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

STAY DARK / Performance components of the system

Diresul® Fast Black RDT liq

All-in-one pretreatment

- Exclusive sulfur black technology
- Dyestuff fast to chlorine and resistant to strong oxidative agents applied on home laundry test

Diresul® Navy RDT-GF liq 150

- Exclusive sulfur blue technology
- Dyestuff fast to chlorine and resistant to strong oxidative agents applied on home laundry test
- Dyestuff compatible with Diresul® Fast Black RDT liq for dark navy look
- This product has received the Cradle to Cradle Products Innovation Institute's Gold Level Material Health Certificate



Direfix® GPF liq & Optifix® E50 liq

- Oxidation and fixation in one step
- Oxidant system that ensures full oxidation for high quality denim fabrics
- Strong bi-cationic agent, specially indicated for sulfur dyes fixation that increases wet fastness properties

STAY DARK / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Enhances fabric look – offering the possibility to create “elegant” denim for daily basis
- Enhances fabric color resistance to repeated domestic laundering
- Increases fabric performance
- Delivers a more consistent result for premium quality
- Embracing sustainable production & lower impact clothing
- No sulfites and sulfates in the waste water
- Aniline-free*technology, less pollution, better for the factory workers

‘SAFE’ WITH:
STAY DARK Denim
from Archroma



SAFE

‘ENHANCED’ WITH:
STAY DARK Denim
from Archroma



ENHANCED

CASE STUDY: Slasher Dyeing, 10th count, 255 g/m, 30 m/min, 10000 m length

* 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
ISO 9001
ISO 14001
OHSAS 18001

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
© 2020 Archroma