EARTHCOLORS® How can you harness the power of nature?
How do we harness the power of nature together?

As a global leader in color and specialty chemicals, we touch and color people’s lives every day, everywhere. That is why, at Archroma, we continuously challenge the status quo in the deep belief that we can make our industry sustainable.

We are committed to develop innovative systems and services to provide you with custom solutions that are:

**SAFE** – It’s our nature to protect. Safe to use, safe to release and safe to wear.

**EFFICIENT** – It’s our nature to rethink sustainable manufacturing. Innovating application processes that minimize resources and maximize productivity.

**ENHANCED** – It’s our nature to add another level of value. Effects, functionality and aesthetics to give additional value, for a life enhanced.

We call it “The Archroma way”. Because it’s our nature!
With the boom of the petrol-based chemical industry at the turn of the 20th Century, synthetic dyestuffs of higher performance and bigger volumes started to be commercialized around the world.

EarthColors® is Archroma's patented new method of synthesizing dyes to produce warm shades from nature.

Archroma's EarthColors® technology creates fully traceable biosynthetic dyes derived from natural waste products of the agriculture and herbal industries, leaving the edible part still available for food consumption.
CREATING A NEW, COLORFUL LIFE FOR AGRICULTURAL & HERBAL WASTE

EarthColors® are available in a range of six dyes that are made from waste left over by the agricultural and herbal industry, covering a palette of natural shades for cellulosic based fibres such as cotton, viscose, linen, bamboo, kapok, etc.

Diresul® Earth-Oak manufactured using 100% ALMOND SHELLS from the food industry

Diresul® Earth-Cotton manufactured using 100% COTTON PLANT residues from the cotton industry

Diresul® Earth-Sand manufactured using 90% BITTER ORANGE residues from the herbal industry

Diresul® Earth-Clay manufactured using 90% BEET residues from the food industry

Diresul® Earth-Forest manufactured using 90% SAW PALMETTO residues from the herbal industry

Diresul® Earth-Stone manufactured using 70% SAW PALMETTO residues from the herbal industry
PROTECTING THE PLANET AND ITS PEOPLE

With EarthColors® we are able to produce cleanly, closing the loop, and respecting the environment.

Our EarthColors® technology helps to reduce the negative impact on the water footprint, and preserve human wellness, natural resources and climate change compared to conventional synthetic dyes*. Moreover, the fact that waste is up-cycled from other industries contributes to a circular economy.

Using natural waste based raw materials has no negative impact in any other steps of the dye manufacturing, such as water and energy consumption or waste generation. During the synthetization of EarthColors®, 100% of the natural raw material is transformed into a new dyestuff, guaranteeing full waste management into our production.

*Based on internal LCA comparative screening
With EarthColors®, you help us to protect Mother Earth and future generations.

EMBRACING TRACEABILITY, FROM NATURE TO FASHION

Archroma’s dyes, manufactured using patented EarthColors® technology, are fully traceable – from natural waste material to the store.

Archroma is providing brand owners with the possibility to offer traceability of the EarthColors®, tracking the origin of the raw material and progress of the specific EarthColors® batch along the supply chain. Traceability information is available on smart hangtags which are attached to each item of clothing.

Watch our EarthColors® video to see how it works:
EarthColors® was honored with the prestigious Outdoor Gold Industry Award 2017 in the Sustainable Innovations category.

EarthColors® dyestuffs are bluesign® and GOTS approved.

*Archroma’s Earthcolors dyes have received the Cradle to Cradle Products Innovation Institute’s Gold Level Material Health Certificate.
Are EarthColors® suitable for all fibers?
At present, they are available for cellulosic fibers such as cotton, viscose, linen, bamboo, kapok, etc. Our experts in R&D are continuously working on making EarthColors® suitable for other fibers.

How is EarthColors® technology commercialized?
EarthColors® is currently exclusive to brands & retailers. EarthColors® dyestuffs are only supplied to approved textile mills, supporting the efforts of the brands & retailers towards transparency and traceability.

What’s the applicability for EarthColors®?
Archroma’s dyes, manufactured using patented EarthColors® technology, can be applied using dyeing technologies well established within the textile industry. EarthColors® dyes are suitable for yarn and woven continuous dye equipment, as well as garment dyeing facilities under closed atmospheric conditions.

What’s the performance level of EarthColors®?
Archroma’s dyes, manufactured using patented EarthColors® technology, have good affinity for cellulosic fibers and during the dyeing processes they are directly linked to the fiber by covalent bonds. Therefore, EarthColors® dyes equal the fixation rate, fastness and overall performance of Archroma’s existing range of sulfur dyes made from conventional petroleum-based raw materials.

Where are EarthColors® currently produced?
Archroma uses its dye facility outside Barcelona with state-of-the-art manufacturing equipment especially adapted to produce Archroma’s EarthColors® technology. Raw materials are mostly sourced within 500 km of the production site.

Are EarthColors® REACH registered?
Archroma’s dyes, manufactured using patented EarthColors® technology, are exempt of REACH regulation because both raw material and final product are not considered harmful for human health or environment.

Is any brand already using EarthColors® at scale?
Yes, major brands in America, in the USA, Europe, Asia and Australasia have already launched collections based on EarthColors®.

FREQUENTLY ASKED QUESTIONS

Are EarthColors® suitable for all fibers?
At present, they are available for cellulosic fibers such as cotton, viscose, linen, bamboo, kapok, etc. Our experts in R&D are continuously working on making EarthColors® suitable for other fibers.

How is EarthColors® technology commercialized?
EarthColors® is currently exclusive to brands & retailers. EarthColors® dyestuffs are only supplied to approved textile mills, supporting the efforts of the brands & retailers towards transparency and traceability.

What’s the applicability for EarthColors®?
Archroma’s dyes, manufactured using patented EarthColors® technology, can be applied using dyeing technologies well established within the textile industry. EarthColors® dyes are suitable for yarn and woven continuous dye equipment, as well as garment dyeing facilities under closed atmospheric conditions.

What’s the performance level of EarthColors®?
Archroma’s dyes, manufactured using patented EarthColors® technology, have good affinity for cellulosic fibers and during the dyeing processes they are directly linked to the fiber by covalent bonds. Therefore, EarthColors® dyes equal the fixation rate, fastness and overall performance of Archroma’s existing range of sulfur dyes made from conventional petroleum-based raw materials.

Where are EarthColors® currently produced?
Archroma uses its dye facility outside Barcelona with state-of-the-art manufacturing equipment especially adapted to produce Archroma’s EarthColors® technology. Raw materials are mostly sourced within 500 km of the production site.

Are EarthColors® REACH registered?
Archroma’s dyes, manufactured using patented EarthColors® technology, are exempt of REACH regulation because both raw material and final product are not considered harmful for human health or environment.

Is any brand already using EarthColors® at scale?
Yes, major brands & retailers from the USA, Europe, Asia and Australasia have already launched collections based on EarthColors®.

Check our latest updates at www.earthcolors.archroma.com
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