



Transformando nuestra Industria hacia un mundo Sostenible

#Archroma
#positiveimpact
#itsournature

NSFW, Lima , Diciembre 6 , 2023

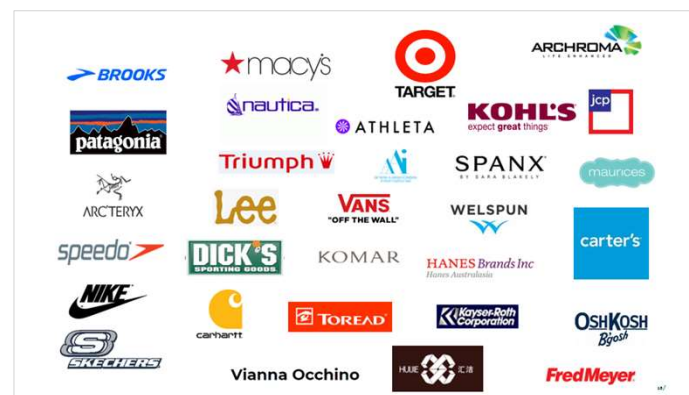
Julio Carrillo , Brands Americas



COLABORACIONES MARCAS GLOBALES



color atlas by Archroma



3 Ideas de Innovación Sostenible



Colorantes Cálidos , BIO BASE de materias primas renovables , subproductos de la industria de comida y Agricultura.



Denim NEGRO con el perfil Ecológico mas Alto , Menor uso posible de recursos (Agua y Energia).



Tacto mas suave del mercado , Suavizante VEGANO de materias primas BIO BASE. Tacto Insignia Peruano.



Identificar **tendencias Innovadoras Sostenibles** , disponible a través de Nuevo Mundo para el mercado Peruano.

Compartir **El Futuro** tecnológico y **agregar Valor** a la oferta del mercado Peruano.

Compartir **3 tendencias claves** de Innovación Sostenible, dar un **salto cuantitativo como Marca**.

Alianza estratégica de **NUEVO MUNDO , LYCRA® , ARCHROMA** y las **MARCAS Peruanas**.



EARTH COLORS / Up Cycling



CREANDO una Nueva y Colorida Vida a los **desechos** de la Industria Alimenticia y Agricultura.

Creando una nueva vida a los residuos de agricultura y desechos organicos

ARCHROMA
LIFE INNOVATION

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

[Archroma Earth Colors subtítulado on Vimeo](#)

G-STAR RAW **ESPRIT** **PRIMARK®** **ARCHROMA**
LIFE INNOVATION

POLO
RALPH LAUREN

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



EVOLUTION BLACK

EL NEGRO es TENDENCIA ... BLACK is BACK

El Denim Negro es entre el 20 al 40% de las prendas de Denim.



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DIRESUL® EVOLUTION BLACK liq

El mas Nuevo y mas Limpio Denim NEGRO hasta la fecha.

DIRESUL® EVOLUTION BLACK LIQ

Nueva tecnología de síntesis de colorants , El Negro mas Ecologico del Mercado.



Nueva tecnología de ARCHROMA para la síntesis de colorante:

Reducción Total del 57% *

Cuando se compara a la síntesis normal del Negro Sulfuroso 1 en tres categorías: Recursos, Salud Humana, Ecosistema.

Síntesis de Colorante- Reducción de Impacto
DIRESUL® EVOLUTION BLACK LIQ vs. Negro Sulfuroso 1 Líquido Estándar



Recursos
58%



Salud Humana
59%



Ecosistema
55%

Life Cycle Analysis (UNE-EN ISO 14044:2006) at the synthesis stage.
ReCiPe 2016 Impact calculation methodology by [Ecostrape](#).

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Evolution Black / Desempeño en Lavados de desgaste



DIRESUL® EVOLUTION BLACK LIQ

Original Ecobleach peroxido Cloro

Tono Gris (en tono)

Standard Black

Original Ecobleach peroxido Cloro

Tono Cafe

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EARTH SOFT

“Desempeño”: ES NUESTRA NATURALEZA AGREGAR OTRO NIVEL DE VALOR / Sistema EARTH SOFT



→ Efecto Super Suave y Voluminoso →



→ Propiedades hidrofílicas y de absorción de Humedad →



→ Mejora la abrasión y la Resistencia al rasgado →



→ No ingredientes Animales →



→ Adoptando la sustentabilidad y ropa de bajo impacto →



Sistema Vegano
Suavizado base BIOMASA.





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