

## DIRECT MATCH

An efficient one-step bleach & dyeing system for light resistant colors that are made with less chemicals, water and energy and in a cleaner way for the rivers and nature near manufacturing

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## DIRECT MATCH / Performance components of the system

### Imerol® Fast liq

#### “All-in-one” bleaching activator

- High dispersing power
- Excellent fastness level
- Very low COD/BOD in the wastewater
- High degree of whiteness
- Biodegradable, free\* from APEO and phosphorus
- Suitable for cotton
- GOTS & bluesign approved

### Indosol® dyes

#### Metal free direct dyes

- High stability to  $H_2O_2$
- Good wet and high light fastness
- Low salt usage



### Optifix® EC-N liq

#### After-treatment fixing agent

- Efficient fixing agent
- GOTS & bluesign approved
- Wet fastness improvement
- With minimal impairment of light fastness

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

# DIRECT MATCH / Main benefits in a nutshell

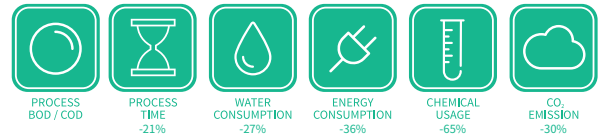
- Safe products from a reliable global partner who applies international safety standards
- Reduces significantly the production costs compared to classical reactive dyeing process
  - With only slightly lower washing fastness at 40 and 50°C (ISO105 A1S & B2S)
- Customers looking to significantly improve their ecological impact:
  - Looking to reduce their water, energy and CO<sub>2</sub> footprint
  - Low COD/BOD contribution to effluent
  - Looking to reduce their salt use/effluent
  - Eliminate phosphorous content in effluent
  - Highest standards in terms of eco-certification

**'SAFE' WITH:**  
Archroma's DIRECT MATCH system



SAFE

**'EFFICIENT' WITH:**  
Archroma's DIRECT MATCH system compared to benchmark classical reactive dyeing process



EFFICIENT

**'ENHANCED' WITH:**  
Archroma's DIRECT MATCH system



ENHANCED

CASE STUDY: Bangladesh customer

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

## 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 safe to touch and 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)

**ARCHROMA MANAGEMENT LLC**  
Brand & Performance Textile Specialties  
Neuhofstrasse 11, 4153 Reinach  
Switzerland  
[bptmarketing@archroma.com](mailto: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.

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