

## JUST COLOR

A stress-free coloration system for cotton, polyester and blends, that allows to create brilliant pale to medium shades resistant to light and bleach whilst using significantly less chemicals and water

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## 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 also safe to 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.

# JUST COLOR / A stress-free coloration system for cotton, polyester and blends, that allows to create brilliant pale to medium shades resistant to light and bleach, whilst using significantly less chemicals and water

**Printofix® & Solidokoll® DPR liq**  
**Perfect combination for depth booster of a high-grade pigment dispersions**

- High stability
- Wide shade range
- Formaldehyde-free\*
- Yield up enhancement

**Helizarin® LTC New liq & Helizarin® SFT liq c**  
**“Invisible” Binder**

- Very soft
- High film transparency
- Non-roller build up
- High durability - high levels of wash and rub fastness
- Formaldehyde-free\*



**Perapret® FA liq & Luprintol® Fixing Agent SE liq**  
**Binomial for an evenness and solid coloration**

- Migration and “2 faces” Inhibitor
- Excellent levelness
- Formaldehyde-free\*
- Wet fastness improvement

\* Below limits of detection according to industry standard test methods. Not intentionally added

## JUST COLOR / Main benefits in a nutshell

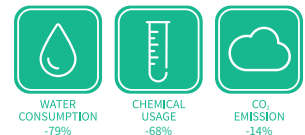
- Safe products from a reliable global partner who applies international safety standards
- Formaldehyde-free\* system
- Less water consumption
- Lower dyes and chemical
- Less complexity
- Very good fastness
- Excellent reproducibility batch to batch
- Embracing sustainable production & lower impact clothing
- Protecting your workers & consumers

**‘SAFE’ WITH:**  
 Archroma’s JUST COLOR system



SAFE

**‘EFFICIENT’ WITH:**  
 Archroma’s JUST COLOR pigment dyeing system compared to benchmark PES/CO dyeing reactive/disperse



EFFICIENT

**‘ENHANCED’ WITH:**  
 Archroma’s JUST COLOR system



ENHANCED

CASE STUDY: India, polyester cotton 65/35  
 \* Below limits of detection according to industry standard test methods. Not intentionally added

[www.archroma.com](http://www.archroma.com)

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**For additional technical service and/or laboratory assistance, contact your local Archroma representative.**

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