

## SIMPLY THE BAST

A coloration system for creating dark shades on coarse fibers with enhanced light fastness and reduced resources and time

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## SIMPLY THE BAST / Performance components of the system

### Diresul® RDT

**Pre-reduced liquid dyestuffs with minimal sulfide content**

- Dye range compliant with the strictest official eco-standards and requirements from retailers and fashion leading companies
- Selection of dyes **Cradle-to-Cradle** Product Innovation Institute's **Platinum Level** Material Health Certificate
- Powerful build-up for deep shades
- Dyes manufactured in Archroma's eco-certified plant nearby Barcelona (Spain)



### Best-in-class dyeing auxiliaries

**Leonil® EHC liq c** – compatible wetting & non foaming agent to improve penetration and uniformity

**Dekol® 2005 liq c** – chelating agent to reduce machine staining

**Setamol® WS p** – dispersing agent to guarantee consistent dyeing process

# SIMPLY THE BAST / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Free of PCA (para-chloroaniline)
- Highly reduced dyeing process time
- Less salt generation against benchmark
- Significant resource savings on dyeing process
- Very good light fastness at medium/dark shades
- Good overall fastness level, including PVC staining for rugs/carpets
- Differentiation with improved resource utilization for brands that demand and drive sustainable production
- Provides longer lasting end articles, supporting the culture of wear for longer

## 'SAFE' WITH:

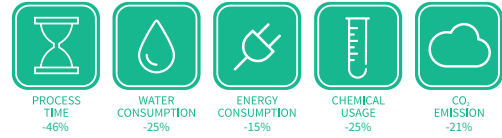
Archroma's SIMPLY THE BAST system



SAFE

## 'EFFICIENT' WITH:

Archroma's SIMPLY THE BAST system compared to benchmark black reactive dyeing\*\*



EFFICIENT

## 'ENHANCED' WITH:

Archroma's SIMPLY THE BAST system



ENHANCED

\* Wide Selection of Diresul® C2C Product Innovation Institute's Platinum Level Material Health Certificate

\*\* CASE STUDY: India, Hank Exhaust dyeing, Jet LR 15:1

## 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.

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

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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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