

## SMART START

A one-step pretreatment system for higher quality woven fabrics, at lower cost for you and the environment

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## SMART START / Performance components of the system

### Kieralon® UH liq

#### Anionic wetting agent

- High alkaline stability
- Excellent emulsifier of cotton waxes

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### Mercerol® QWXL liq

#### Alkali stability improver

- Excellent wetting action

# SMART START / 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 pretreatment
  - Whiteness and absorbency performance levels approaching classical pretreatment
- Reduces significantly water and energy consumption, allowing a much better carbon footprint
- No need to use extensive machinery equipment
- Wider selection of articles for processing possible
- Differentiation with improved resource utilization for brands who demand and drive sustainable production

## 'SAFE' WITH:

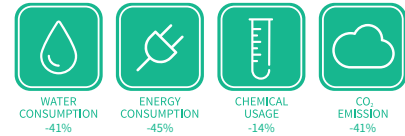
Archroma's SMART START one-step continuous pretreatment system



SAFE

## 'EFFICIENT' WITH:

Archroma's SMART START one-step continuous pretreatment system, compared to benchmark 3-step desizing - SOLOMATIC - mercerizing



EFFICIENT

## 'ENHANCED' WITH:

Archroma's SMART START system



ENHANCED

CASE STUDY: Customer in Vietnam

## 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  
ISO 9001  
ISO 14001  
OHSAS 18001

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

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