

## WHITE ♥ WATER

A system for t-shirts that stay white and bright for longer, without wasting a single precious drop

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

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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.

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## Blue Magic

### All-in-one pretreatment

- Biodegradable and eco-certified
- Activated pretreatment that uses less caustic
- Requires less processing and rinsing
- High level of absorbency
- Protection against cellulose degradation
- Improved cotton strength

## Bactosol® CNX liq c & Leucophor® BSB

### Ultra white bio-scouring

- Prevents cotton pilling
- Fibrillation reduction
- High degrees of whiteness



## Sirrix® NE & Bactosol SAP liq c

### A secured neutralization system

- A bio-catalyst that ensures efficient hydrogen peroxide removal
- A biodegradable neutralizing agent that ensures core neutralization of the cotton

# WHITE ♥ WATER

## Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Economical process with less utilisation of water, energy, time, shorter process time, improved productivity and better inventory management because of single product
- More ecological with no rinsing, neutralisation and less water consumption
- Efficient process with good absorbency, whiteness, better uniformity and dye affinity with no cellulose degradation

### 'SAFE' WITH:

Archroma's WHITE WATER system

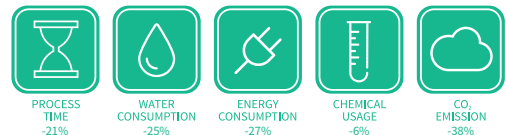


SAFE

### 'EFFICIENT' WITH:

Archroma's WHITE ♥ WATER compared to benchmark exhaust bleaching process

ONE WAY SCORE CARD:



EFFICIENT

### 'ENHANCED' WITH:

Archroma's WHITE WATER system



ENHANCED

CASE STUDY: Bangladesh customer

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

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CERTIFIED TO  
ISO 9001  
ISO 14001  
OHSAS 18001

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