

Dyes & Chemicals

Purista's new tag line for new markets

Purista®, the performance finish manufactured by Arch Chemicals, has launched a new tag line, 'Stays Fresh, Wash Less'. Designed to reflect Purista's movement into new application areas where reduced laundering is of benefit, the tag line will be available from March 2008 for brands to feature on all treated consumer products. 'Stays Fresh, Wash Less' will work alongside the existing tag line of 'Fresher for Longer'.

Socks and suit linings treated with Purista freshness finish have been available at high street retailers such as **Next, Bhs, Burton** and **Primark** for over six years. Arch Chemicals and their global partner, BASF are now working together to enter new clothing markets such as shirts, fashion tops and jeans, as well as the home textile sector, including bed linen, towels and curtains. This relationship will offer brands a range of new finishing combinations for their consumer products.

The 'Stays Fresh, Wash Less' tag line was adopted after research¹ identified that consumers recognised the benefits of washing delicate and fashion items less frequently. Consumers felt that laundering such items less often would maintain the quality of the fabric and therefore the overall wearability of the garment, in addition to reducing their eco-footprint. The research found that the benefits of this reduced laundering also extended to household textiles.

Manufacturers and retailers have the choice to use either tag line on their treated products. 'Fresher for Longer' is considered most suitable where the main benefit is comfort whilst the garment is being worn, for example socks and underwear. 'Stays Fresh, Wash Less' suits larger apparel and home textile items where the option to reduce the frequency of wash is the perceived additional benefit to the consumer.



The new 'Stays Fresh, Wash Less' tag line by Purista.

Peter Cowey, Textiles Business Director at Arch Chemicals, comments: "Purista treated garments stay fresher for longer by combating odour-causing bacteria. With busy lifestyles, consumers increasingly move from work to leisure in the same clothes. Purista offers the wearer an additional level of reassurance and confidence."

Purista also allows consumers the personal choice to reduce how often they wash or dry-clean an item. This not only saves consumers time and money but can help conserve the environment as less water and energy is used.

Peter Cowey concludes: "As we enter new markets and application areas with additional benefits we have to test the Purista brand message and offering. The research confirms that the two tag lines work together and that consumers understand the rationale behind 'Stays Fresh, Wash Less.' We are working with retailers and manufacturers to implement the new tag line into product categories such as towels, bed linen and larger apparel items."

Purista is the consumer brand representing the benefits of freshness enhancing treatments from Arch Chemicals Inc., a global speciality chemicals company headquartered in Norwalk, Connecticut, USA. Purista treatments typically used in finished consumer products such as textiles are managed from Arch's regional centre in Manchester, UK. With annual sales of approximately \$1.5 billion, Arch has leadership positions in Treatment and Performance Products.

Baيسان gains sustainability edge with EastONE

Eastman manufactures and markets chemicals, fibers and plastics worldwide. It provides key differentiated coatings, adhesives and specialty plastics products; is a major supplier of cellulose acetate fibers; and produces PET polymers for packaging. Baيسان Lintex Corporation has chosen Eastman Chemical Company's new EastONE™ S122 copolyester for the next generation of its eco-friendly synthetic leather brand, Cleanable-E1.

Cleanable is a high-end continuous strand microfiber synthetic leather product, unique to the industry. The continuous microfibers not only allow the finished product to emulate the look and feel of real premium leather, they also provide superior strength and durability.

The EastONE™ family of products are water-dispersible, melt-processable

copolyesters which enable production of microfiber fabrics via islands-in-the-sea and other bicomponent fiber configurations.

Combined with EastONE™ technology, these unique copolyesters enable the microfibers to be released via a simple water wash instead of a harsh chemical treatment process. Further adding to the goals of a more environmentally friendly and sustainable synthetic leather manufacturing process, the EastONE™ polymer can be fully recovered for secondary uses and the wash water can be continuously recycled.

The EastONE™-enabled process, combined with water-borne leather coatings on Baيسان's continuous strand microfiber nonwoven process, enables the company to retain its industry leadership in environmental responsibility.

South Korea-based Baيسان specializes in nonwoven fabric manufacturing, producing a diverse product portfolio for the consumer, homecare, industrial, automotive, diaper, feminine hygiene, and medical markets. Cleanable synthetic leathers are ideal for transportation, athletic, and home-furnishing end-use applications.

"Baيسان is committed to the sustainable processes and products that our customers continue to demand," says Han-Sung Kim, Baيسان's President. "Our newest Cleanable synthetic leathers are the latest demonstration of our sustainability in action."

EastONE™ enabling products and technology are engineered to work on multiple nonwoven process platforms, including spunbond and wetlaid, to produce strong, durable, lightweight microfiber fabrics which provide significant end-use benefits in multiple applications such as filtration media and textile fabrics.

"Leading synthetic leather manufacturers like Baيسان are increasingly concerned with sustainability, and EastONE™ enables them to make tremendous strides with respect to environmental responsibility," says Todd Williams, nonwovens global industry leader for Eastman.

EastONE™ S122 joins Eastman's broad portfolio of industry-leading solutions for the nonwovens industry, including EastONE S85030, resins for hygiene adhesives, polyesters and copolyesters, Eastoflex polyolefins, cellulose ester functional polymers, and solvents.

For more information about Eastman and its products, visit www.eastman.com.

Purista® freshness-enhancing finish introduced to shalwar kameez

The national dress of Pakistan, the shalwar kameez is now available from Bonanza in Pakistan treated with Purista® freshness-enhancing finish.

The men's national dress in Pakistan, the shalwar kameez, is now available from Bonanza treated with Purista® freshness-enhancing finish. For the first time in Pakistan, Bonanza Garment Industries (Pvt) Limited, a renowned name in the Pakistan apparel retail scene, and BASF Pakistan Private Limited are introducing shalwar kameez that allow consumers to experience the 'just washed' freshness throughout the day.

Purista® is a freshness-enhancing treatment for cellulosic textiles such as cotton and cotton blends. It curbs the growth of micro-organisms on clothes and prevents them from causing an unpleasant odor, leaving clothes fresher for longer. This increases the consumer's comfort, confidence and well-being. Locked inside the fabric for long-lasting freshness, Purista® is ideal for people on the go.

"We are proud to see the Purista® brand on Bonanza's national dress," says Ayaz Qureshi, Director Marketing at BASF Pakistan. The treated range from Bonanza will be labeled with the Purista® hangtag, so consumers will be able to see at first glance that they can enjoy the freshness feel.

BASF and Bonanza organized a launch event on 28th March 2008 in Lahore, where the concept was introduced to the market and a presentation was given by the BASF team on the benefits of Purista®. The treated range is now available at all Bonanza outlets across Pakistan.



The national dress of Pakistan, the shalwar kameez is now available from Bonanza in Pakistan treated with Purista® freshness-enhancing finish.

Purista® is the consumer brand representing the benefits of freshness-enhancing treatments from Arch Chemicals Inc. BASF's Textile Chemicals business unit and Arch Chemicals have formed a global alliance to market Arch's Purista®.

Bonanza is a leading garment manufacturing company in Pakistan. They have exclusive distribution network that includes 100 accredited dealers all over Pakistan, with 18 franchise shops under the name of "House of Bonanza" in Karachi, Rawalpindi, Islamabad, Multan, Gujranwala, Rahimyar Khan and other cities in the country exclusively selling Bonanza products. In addition there are 15 "Shop-in-Shop" in leading department stores in the country. Bonanza caters to a large segment of the market with a very impressive product range including shalwar kameez suits, casual and formal Shirts, Polo Shirts, Suits, Coats, Waist Coats, Sweaters, Cardigans and Accessories.

Bayer Material Science acquires BaySystems BÜFA

Bayer MaterialScience has acquired the remaining shares in the 50:50 systems house joint venture BaySystems BÜFA Polyurethane GmbH & Co. KG from Büsing & Fasch GmbH & Co. KG.

Bayer MaterialScience is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, electrical and electronics, construction, and sports and leisure industries. At the end of 2007, Bayer MaterialScience had 30 production sites and employed approximately 15,400 people around the globe.

In 2003, Bayer MaterialScience had acquired 50% of the shares of BÜFA Polyurethane GmbH & Co. KG, headquartered in Oldenburg. Since its integration into the global systems house network of BaySystems® – the umbrella brand for the global polyurethane systems operations of Bayer MaterialScience – the company offers tailor-made system solutions to customers in Germany, Austria, Switzerland, the Benelux countries and Northern Europe under the name BaySystems BÜFA. Its activities are geared towards systems for the production of integral skin foams, elastomers and rigid foams for innovative applications e.g. in the automotive, electrical/electronics, footwear, sports, leisure and medical technology sectors. Financial details of the transaction will not be disclosed.

"The complete acquisition of BaySystems BÜFA underlines our commitment to expanding our global network of polyurethane systems houses. Our goal is to be close to our customers, with the aim of generating added value for them through fast and flexible technology transfer within this network," explains Peter Vanacker, head of the Polyurethanes Business Unit and member of the Executive Committee of Bayer MaterialScience.

Bayer MaterialScience's network of systems houses in the Europe, Middle East, and Africa region (EMEA) also includes BaySystems Northern Europe A/S for Scandinavia and the Baltic countries, BaySystems CentralEurope for Central European countries, BaySystems RUS for the CIS countries, BaySystems Italia S.p.A. for Italy, BaySystems Iberia for the Iberian peninsula, BaySystems Hellas for the southern part of Eastern Europe, BaySystems Pearl for the Middle East, and the systems house in Nigél for southern Africa.

DyStar launches new Dianix® Dyes for top performance on polyester sportswear

DyStar is launching four new disperse dyes meeting performance and ecology specifications of the leading sportswear Brands and Retailers. These products broaden DyStar's position in effects for this demanding industry segment, particularly addressing color fastness, ecology and productivity in the dyehouse.

Dianix Navy XF-AR and Dianix Black XF-AR are two new molecular developments that have good wet fastness and excellent stability in the dyebath leading to high levels of Right-First-Time. Additionally, for ternary combinations Dianix Golden Yellow SF and Dianix Blue SF are being introduced. The introduction of these two new products complements DyStar's established market leading Dianix SF red dyes to enable the highest level of fastness to be achieved also in deep ternary shades.

Steve Barron, Head of DyStar's colors for synthetics business says: "These new colors will not only meet fastness requirements of the major brands but will also improve the productivity of their suppliers. Furthermore, considering recent changes to some Restricted Substance Lists these products will offer a solution and thereby help Brands maintain their integrity and differentiate their offer." ♦