

Dyes & Chemicals

The new Levafix® Brilliant Red CA: Unique brilliancy and highest fastness

Levafix Brilliant Red CA is the latest addition to the successful Levafix CA range. This new dye creates a unique brilliant red and in combination with Levafix Orange CA and Levafix Scarlet CA clear and bright pastel shades. In common with all Levafix CA dyes, it meets the requirements of all established ecological standards and is metal and AOX-free.

Levafix Brilliant Red CA is synonymous with highest Color Confidence®: the dye offers especially in bright to medium shades outstanding light fastness even in the presence of alkaline or oxidative detergent residues, and it has very high fastness to repeated washing.

Since Levafix CA was introduced ten years ago, the dyes are setting the benchmark for quality, ecology and cost effectiveness in reactive dyeing. They can be applied in all established dyeing methods and their excellent reproducibility and reliable application help to reduce production costs.

As a leading supplier of products and services for the textile industry, DyStar invests continuously in research and development of new products with improved properties. Levafix Brilliant Red CA is the latest addition to its innovative product offering.

Popular Science Award for coldblack®

For 21 years, Popular Science, the world's largest science and technology magazine, has been honoring 100 outstanding innovations with its "Best of What's New" award. These innovations must make a positive impact on life today and change our views of the future. "Our editors evaluate thousands of products each year to develop this thoughtful list of the 100 best technical innovations", says Editor-in-Chief Mark Jannott.

The coldblack® textile technology which was launched by Schoeller Technologies and Clariant International in summer 2008 is being admitted into the "Hall of Fame" under the title "Wear black, stay cool". The 100 award-winners – the Best of What's New – were published in the December issue of Popular Science; coldblack® in the "Recreation" category. Since 1987 the awards are presented in a total of eleven categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Securities, Home Tech, Personal Health and Recreation.

The coldblack® finishing technology reduces the absorption of the sun's rays and at the same time builds up reliable protection against damaging UV rays.



Therefore dark colors, in particular, heat up less when exposed to sunlight. Consumer products with the new textile finish are being launched this year or due for launching next year by such companies as BMW Motorrad, Bogner, Fechheimer, HUGO BOSS, Mammut or POLO RALPH LAUREN. coldblack® is suitable not only for clothing but also for the "non-garment" area such as awning, sun sails and tents.

Strategic cooperation: Schoeller Technologies AG and Clariant International Ltd have jointly developed the coldblack® technology and filed patent applications (pending) covering the coldblack® technology.

Schoeller Technologies AG is responsible for marketing and branding activities. Clariant International Ltd is handling all matters of sales, production and distribution worldwide, and the transfer of technical know-how and quality control towards customers, predominantly textile mills.

BASF launches 2-propylheptyl acrylate

BASF is systematically expanding its portfolio of specialty monomers and launching its new product 2-propylheptyl acrylate (2-PHA) on the market. This is a new raw material and building block for functional polymers.

2-PHA belongs to the group of alkyl acrylates and has the advantage of achieving significantly improved results for the most important features of pressure sensitive adhesives – for example adhesion and tack.

This is due to the substantially longer alkyl chain compared with other monomers. In addition, with 2-PHA the glass temperature of the homopolymer is 10°C lower than with 2-ethylhexyl acrylate, an acrylate commonly used to manufacture adhesives.

2-PHA is based on the precursor 2-propylheptanol (2-PH). Making use of the special molecular structure of this

branched alcohol, BASF has already developed the plasticizer Palatinol® 10-P and two new classes of surfactants under the brand names Lutensol® XL and Lutensol® XP that have successfully established themselves on the market. 2-PH is now a key component of the acrylic acid value chain in BASF's Production Verbund.

The new specialty monomer 2-PHA is another example of how BASF supports its customers through new developments from its flexible production plants.

Its unique properties, 2-PHA is a new and important building block in our specialty monomers portfolio", says Ralf Spettmann, Group Vice President Acrylics and Superabsorbents.

Texanlab has been approved to test for lead by CPSC

Texanlab Laboratories Pvt. Ltd., India, a member of the DyStar Group, has now been approved by The Consumer Product Safety Commission (CPSC), USA to test for the presence of Lead as per 16 CFR 1303 in children's garments and made-ups. Testing reports for lead content in paints and surface coatings are currently mandatory for all children's apparel exported to the USA.

The company offers world class instruments and techniques backed up by experienced and skilled employees. Rahul Bhajekar, Chief Operations Officer of Texanlab, is proud of the achieved CPSC approval: "We can now be an even stronger partner for US retailers, brands and textile processors. We help them to keep harmful chemicals out of the textile supply chain and to make garments safe for people."

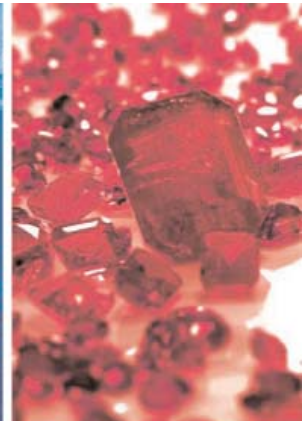


The HUNTSMAN innovative extension of the Novacron S range offers new opportunities for matching intense brilliant shades

Color plays such an important part in our daily lives. It is inspiring, tantalizing, motivating, energizing, and contributes to a fuller and happier existence.

Huntsman's new NOVACRON dyes are designed to do just that – bring more color to enrich our lives, with intense bright shades from NOVACRON® Lemon S-3G, Ruby S-3B and Ocean S-R.

Following our recent NOVACRON launch for deep and dark shades, this new trio extends the color space within the NOVACRON S range offering dyehouses new opportunities for economically matching unique intense brilliant shades.



- ❖ **Juicy Lemon (NOVACRON Lemon S-3G)** boosts the color space so significantly that now many more brilliant shades can be produced with low recipe costs. Lemon S-3G is a true enrichment to the NOVACRON S range whenever an intense brilliant yellow element with low recipe cost is required. Paired with its partner Ocean S-R, this dynamic duo produces inimitable intense and economical bright green shades.
- ❖ **Living Ocean (NOVACRON Ocean S-R)** is a major leap ahead to what is currently available on the market. Ocean S-R cleverly combines dyeing process reliability with true added value. Passionate royal blue shades, thus far unattainable, are now a reality thanks to Ocean S-R's outstanding build-up properties. The novel chemistry allows savings of up to 50% on recipe costs thereby opening up new market opportunities.
- ❖ **Sparkling Ruby (NOVACRON Ruby S-3B)** excels through its exclusive brilliance and state of the art compatibility with other Novacron S dyes. Partnered with Ocean S-R for example, it creates extremely bright and economical violet shades that are in a class of their own. Ruby S-3B is also our new trichromatic recommendation together with Yellow S-3R and Dark Blue S-GL for medium shades. ♦

Helizarin® EVO inkjet inks: Certified for use in baby clothing

The BASF range of ink-jet inks conforms to the most stringent demands of the Oeko-Tex® standard. The BASF Helizarin® EVO P100 range of ink-jet inks has been certified to comply with the highest category of Oeko-Tex® Standard 100, Product Class I. This standard applies to all suitable types of cotton fabrics and includes pretreatment with Luprejet® EVO.

BASF Helizarin EVO P100 ink-jet inks fulfill the most stringent criteria for the Oeko-Tex standard, Class I, and are recommended as suitable for babies and small children. "For our customers, ecological aspects are becoming extremely important in addition to technical printing and quality requirements", said Dr. Gernot Diehlmann, head of the ink-jet business at BASF. "The Helizarin EVO range has achieved top marks here. We will continue to set high ecological and sustainability standards in future".

Genencor introduces Primagreen® Ecofade LT100

New technology for more sustainable denim bleaching and shading for the Textile Industry

Genencor, a division of Danisco A/S, announced its latest solution for the textile industry: PrimaGreen® EcoFade LT100. PrimaGreen® EcoFade LT100 is a ready-to-use enzyme product for denim bleaching and shading, where a combination of a new laccase and a new type of mediator is incorporated into one product allowing for creating completely new looks while reducing environmental impact. This new technology enables bleaching at neutral pH and low temperature, providing savings in rinsing water and neutralization chemicals, and – most importantly – savings in energy.

Glenn Nedwin, Executive Vice President of Genencor's Technical Enzyme Business Unit, said, 'they estimate that with this new technology textile processors can save up to 90% of heating energy used in the denim bleaching process.'

'They believe this represents a significant cost saving, which can be further enhanced by combining the low temperature cellulase technology of the Genencor IndiAge Super products. This means that the whole process of abrasion, shade adjustment and bleaching of denim can be done without any need for heat and/or steaming in the process. Lower energy consumption also means about 90% lower CO₂ emissions from the same process stage. With this new product, they are convinced and offering a powerful solution for the denim bleaching and shading segment of the textile processing world.'

PrimaGreen® EcoFade LT100 is part of a series of solutions for the textile industry Genencor is working on, as its vision is to help the textile processing industry to become more sustainable. PrimaGreen® EcoFade LT100 will be made available to the market through selected Genencor partners and customer base.