

BASF presents eco-efficient textile solutions at Interstoff Asia Essential 2009

BASF Textile Chemicals will demonstrate how eco-friendly textile solutions can also contribute economically at the 'Interstoff Asia Essential' trade show. The show, a highly respected sourcing platform for textile professionals focusing on eco-textiles and functional fabrics, will take place from March 18 – 20 in Hong Kong.

At this show, BASF Textile Chemicals aims to showcase how ecology and economy can go hand in hand through innovative solutions focusing on three key aspects: consumer safety, resource saving and climate protection. These solutions are part of BASF Textile Chemicals' commitment to the textile industry, "Putting *FUTURE into Textiles," which aims at contributing to better textiles and a better future.

Products and solutions presented at the show include

- ❖ One of the world's first textile articles with a demonstrated carbon footprint.
- ❖ Eco-efficient solutions that contribute to saving resources like water and energy, as well as time and cost.
- ❖ A formaldehyde-free textile processing system meeting the highest formaldehyde requirements.

Eco-efficient solutions adds value from both economical and ecological perspectives

BASF will take part in the panel discussion organized by Interstoff Asia Essential and Eco Textile News. Paul Mui, Head of Business Management Textile Chemicals East Asia, will be on the panel discussing "Can sustainability survive the global credit crunch?" BASF's eco-efficient solutions are not only environmentally friendly such as contributing to saving resources. Solutions such as Helizarin® ECOSOFT Printing System for textile printing and wrinkle-free finishing applied in for example non-iron shirts were analyzed using BASF's Eco-efficiency Analysis, which looks at the overall environmental impact of a product along with its total cost of alternative products and processes. The results show that they are the best alternative also from an economical point of view – saving time and cost.

One of the world's first textile articles with a carbon footprint in a joint project with leading partners along the textile value chain, BASF calculated the carbon footprints of specific articles from empirical data collected during the actual production process. Furthermore, the partners were able to reduce overall carbon dioxide emissions by using BASF textile auxiliaries and technologies.

Two ecological solutions were compared against the conventional systems used in textile mills: BASF's aftersoaping agent Cyclanon® XC-W for dyeing, and BASF Color Fast Finish system that is an intelligent coloration system. The former can reduce the processing time and water consumption compared to the conventional system.

BASF Color Fast Finish, an intelligent coloration system, is a one-step-process of textile dyeing and finishing, combining the dyeing, washing and finishing steps into one step, which can reduce the processing time and the carbon dioxide emissions.

One step ahead in product stewardship "Consumer safety along with environmental protection are our top priorities when coming to developing new products," states Janardhanan Ramanujalu, Director and Head of Global Business Management Textile Chemicals at BASF.

One outstanding example is BASF's formaldehyde-free textile processing system that ensures "zero add-on" of formaldehyde during production.

This is especially important for manufacturers of baby and children's wear, where controls for formaldehyde levels have become more stringent. "Not only can customers meet today's standards, they can be rest assured also in the future," explained Janardhanan.

Visitors will also learn how BASF Textile Chemicals is taking further steps in improving consumer safety, for example, in the field of product stewardship and meeting ecological standards. Janardhanan continues: "This is to live up to our goal - 'FUTURE means textiles are safe – anytime, anywhere' - which we want to jointly achieve with our customers and partners in the textile industry." ♦

Coldblack® textile finish from Schoeller conquers the motorcycling world

With the new coldblack® textile finish from Schoeller all kinds of outdoor activities are much more fun. The first garments with double sun protection are available this year. coldblack® actively reduces the absorption of the sun rays and offers a reliable protection from damaging UV rays. As the leading manufacturer of motor cycle garments, BMW Motorrad is introducing coldblack® technology for pants and jackets in its new Streetguard 3 suit. Streetguard 3 is the premiere product of BMW Motorrad's textile garment range and combines the most modern materials currently available.

The extraordinary outer fabric was developed in an exclusive cooperation between BMW Motorrad and Schoeller Textil AG. The outer material used for the robust three-layer laminate consists of Kevlar® fibers, cotton and high-tensile polyamide and offers even more abrasion protection than the preceding model. The coldblack® finishing technology ensures that dark fabrics heat up very little when exposed to long periods of sunshine, because – as is the case with lighter-colored textiles – the sunlight is reflected, providing active protection from heat and UV rays.

Therefore, motorcycle wear with this technology remains tangibly cooler for longer, even in blazing sunshine; guaranteeing that the rider stays more comfortable. In Streetguard 3, the smart, highly breathable water and windproof c_change™ climate membrane is also featured. Thanks to the most modern textile technology and technical innovations, the new Streetguard 3 from BMW Motorrad is the perfect companion for motorcycling in all kinds of weather.

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.



Exclusive in technic and comfort: The Streetguard 3-suit from BMW Motorrad with coldblack®.