

Dyes & Chemicals

Huntsman Genencor introduced a revolutionary bleaching solution for the textile industry: Gentle Power Bleach™

Huntsman Textile Effects and Genencor, a division of Danisco A/S, introduce Gentle Power Bleach™, a revolutionary solution for bleaching textiles in a more environmentally friendly way. Gentle Power Bleach™ is a groundbreaking new bleaching technology from Huntsman based on first to market enzyme innovation from Genencor.

This outstanding new peroxide bleach system allows for low temperature bleaching of textiles at 65°C and at a neutral pH range. By lowering the treatment and rinsing temperature considerably, savings in water and energy consumption of up to 40% are possible. What makes the system unique is that it represents an important contribution towards more sustainable textile fiber processing, while delivering textile goods with enhanced quality.

On regenerated cellulosic fibers in particular textile processors can obtain excellent full white levels. Fabrics pretreated with Gentle Power Bleach™ demonstrate an extremely soft, bulky, natural handle, seen especially on cot-



Collaboration results in a unique, enzymatic bleaching solution which will improve sustainability for the textiles industry.

tons. Using Gentle Power Bleach™ results in less fabric weight loss whilst delivering brighter and more brilliant color shades with a higher color yield.

All of this results in processing fabrics with much less impact on the environment, better dyeing results, and a permanent soft and bulky handle.

"We are very excited to bring this solution to market today," outlines Stephen Gray, Vice President of Research and Technology at Huntsman Textile Effects.

"As the industry is evaluating how to improve on sustainability, we can now provide alternatives to existing technologies that were non-existent up until today. We see this as an important step forward, both for the industry and the environment."

"We believe industrial biotechnology can deliver biobased solutions to address challenges facing the industrial world today," says Glenn Nedwin, Executive Vice President of the Technical Enzymes business unit at Genencor.

"The collaboration with Huntsman Textile Effects on the Gentle Power Bleach™ system proves that we can create major improvements for the textile processing world. We are committed to continue to develop innovative enzyme solutions that will help increase performance and decrease the environmental footprint of this industry."

Huntsman and Genencor – A collaboration committed to a sustainable future

Genencor and Huntsman have a long-standing history in the textile industry. Genencor focuses on discovering, developing, and delivering highly innovative, efficient enzyme technologies for more sustainable textile processing.

Huntsman Textile Effects is constantly developing new platforms that will improve fabric performance and reduce energy and water consumption in the textile industry.

This joint effort culminating in the launch of Gentle Power Bleach™ exemplifies both companies' commitment to innovation geared towards improvements in both process sustainability and product performance.

Huntsman Textile Effects presents innovative technology at AATCC 2009 IC sustainable processes and green chemistries for textile processing

The AATCC held their International Conference in Myrtle Beach featuring three educational tracks which mirror the Association's interest groups: Concept 2 Consumer (C2C), Chemical Applications, and Materials. As a long-standing member of the AATCC, Huntsman Textile Effects associates were amongst the 300 registrants and also played an active role



with a presentation by Mike Cheek, our Technical Resource Director for Americas, who offered the 60 attendees of the chemical applications track "A Glimpse into Sustainable Processes and Green Chemistries for Textile Processing."

Underlining our commitment to Living Sustainability, Huntsman invests considerable efforts to find more sustainable methods for textile processing to both reduce the carbon footprint of these processes and lessen the overall environmental impact of textile manufacturing. At the same time, we are also concentrating our know-how in developing biotech chemical processing aids derived from renewable resources in order to lower the dependence on petroleum as a starting raw material.

Mike Cheek's paper explored an example of a "Sustainable Bleaching Process", and took a look at recent developments in biodiesel-based surfactants, not derived from mineral oil, that are being explored for use in textiles.