



Huntsman Textile Effects presents NOVACRON® S

NOVACRON® S, the dynamic range of reactive dyes from Huntsman Textile Effects has just moved to the next level in color depth with the new generation NOVACRON®S. Responding to the constant market demands for fresh colors which provoke more emotions and effects, the latest innovations in the NOVACRON®S range deliver exactly what no one has yet achieved – economical dark shades with unprecedented depths. The launch is precisely timed to provide customers with the perfect tools to create deep shades, typical for fall/winter harmonies and the full spectrum of blacks.

Thanks to strong and powerful chromophores, multiple and complementary reactive groups, ultimate concentrated formulations, NOVACRON® Deep Orange S-4R, Deep Cherry S-D and Deep Night S-R offer the highest build up of all reactive dyes on the market. As a result very deep dyeings are not only achievable but also economical.

Last but not least this unparalleled trio gives Brands & Retailers the freedom to just match the mood and fashion of the season by adding to their color palette all abyssal shades from the browns, chocolates, coffees, aubergines, forest greens and obviously all black tints from charcoal to black pearl and ebony.

These highly concentrated dyes like all existing NOVACRON® S dyes also fulfill mills requirements as regard to lab to bulk and batch to batch reproducibility, efficiency in wash ability and level of fastness properties.

NOVACRON® Deep Orange S-4R, Deep Cherry S-D and Deep Night S-R, the unique solution for economical deep and ultimate deep shades.

Huntsman is a global manufacturer and marketer of differentiated chemicals. Its operating companies manufacture products for a variety of global industries, including chemicals, plastics, automotive, aviation, textiles, footwear, paints and coatings, construction, technology, agriculture, health care, detergent, personal care, furniture, appliances and packaging. Huntsman today has more than 12,000 employees and operates from multiple locations worldwide, with 2008 revenues of approximately \$10 billion. ♦

Dow Corning offers new additive for flame-retardant textiles at Intertextile Shanghai

Dow Corning Corporation, a leading supplier of innovative silicone solutions for the textile industry, will present "Dow Corning® DS-9000 Eco Repel™ – A New Additive for Flame-Retardant Textiles" at Intertextile Shanghai Apparel Fabrics.

Additionally, Dow Corning will feature its silicone textile printing inks, a water- and energy-saving eco solution for denim processing and a premium hydrophilic softener.

Peter Wu, Dow Corning's Asia Technical Manager for Textiles, will discuss Dow Corning DS-9000 Eco Repel™, a new eco-friendly multifunctional encapsulated silicone additive for technical textiles. Jointly developed with **DEVAN Chemicals**, this technology allows apparel manufacturers to increase softness and hydrophobicity on existing flame-retardant finishes without impacting flame retardancy.

"Most current flame-retardant chemicals negatively impact the softness of the textile, leading to very harsh fabrics, which then become uncomfortable-to-wear garments," Wu said. "Moreover, the material type predominantly used in textile multifunctional treatment additives for flame retardancy contains fluorocarbon derivatives, which arouse increasing concerns of safety and environmental issues."

In addition to Dow Corning DS-9000 Eco Repel™, Dow Corning booth visitors will learn about Dow Corning® Textile Printing Inks, which are durable, colorfast and suitable for tough-to-print, high-performance sports apparel. The inks offer high elongation and a soft, non sticky handle and allow for innovative designs, including amber-look and water-droplet effects. With heightened consumer concern about the environment, silicone textile printing inks are an ideal solution because they contain no organotin, phthalate, formaldehyde, PVC or solvents.

Booth attendees will discover how to achieve significant water savings during denim processing. Dow Corning® GP 8000 Eco Solution saves up to 50 liters of water on every pair of jeans and provides faster processing time, using less energy to finish jeans.

Dow Corning also will feature Dow Corning® OP-8800 Premium Hydrophilic Softener, which provides an environmentally sustainable solution to the textile finishing market and contains virtually no VOCs. Dow Corning OP-8800 Premium Hydrophilic Softener offers excellent softness, wickability and water absorbency with no impact on whiteness or stain-release properties. ♦

Coldblack now triumphs in the bike world

People, who are winning mile after mile on the wheel, focus on keeping the body fit. As soon as the sun shines, bikers are on the street en masse or in the mountains. Cyclists are performance oriented and sit in the saddle for hours - even in bright sunshine. Being in the sun has many positive attributes, with, unfortunately, some negative effects. Like heating up quickly while exercising in the sun's heat, as well as the need to protect against the ever more aggressive UV rays.



Pearl Izumi and Descente have therefore integrated the coldblack technology from Schoeller in their new collections. They were shown for the first time at Eurobike from September 2 till 5, 2009 in Friedrichshafen. In addition various fabric manufacturers such as Carvico, Eschler and Miti are showing their coldblack collections for summer 2011 at Eurobike and the current fabric fairs.

As one of the first cycling garment manufacturers, Pearl Izumi has shown new articles with coldblack sun protection at Eurobike. Among others, the PEARL iZUMI P.R.O.LTD Jersey and P.R.O. LTD Bib Short provide, thanks to coldblack technology, a high sun protection and an efficient thermal management. Descente also equips a full collection with the award-winning finishing technology. Due to the coldblack finish, a large part of the infrared heat rays are reflected. When exposed to sunlight, the heat absorption can thus be significantly reduced. When applied to clothing this means that the wearer perspires less, feels better and is capable of greater performance.

The coldblack technology reduces the absorption of heat radiation, especially in darker colors and in all types of textiles. The result is a noticeably better heat management. In practice, this means that one sweats less and therefore loses less liquid and vital minerals (eg magnesium, potassium, iron). A fluid loss of 2% of body weight through sweating reduces the performance by up to 20%. Endurance and concentration will gradually fade. If you sweat less, you lose less vital minerals, stay hydrated longer and feel better. ♦