



Archroma proves creative Eco-advanced Denim production is possible

Archroma, a global leader in color and specialty chemicals, and the former textile, paper and emulsions businesses of Clariant, will reveal inspirational design possibilities achievable with eco-advanced denim production at the InDIGO denim B2B expo. Archroma will demonstrate how fabric producers and brands can benefit from its "Advanced Denim" concept to expand color horizons, create soil-resistant finishes and significantly reduce the impact of denim manufacturing on the environment.

When using Advanced Denim technology based on "Denim-Ox" and "Pad/Sizing-Ox" processes, water consumption to be reduced by up to 92%, up to 63% of the usual cotton waste can be avoided, and up to 30% can be saved in energy costs compared to traditional denim processes. Advanced Denim technology received the prestigious 2012 ICIS Innovation Award and Innovation with Best Environmental Benefit Award.

Latest "illustration collection" showing "blue ideas come true":

The newest garments in the Advanced Denim collection illustrate how the approach supports designers' creativity and ideas with the right combination of dyestuffs and effects. Colors, wash-downs, fabrics, etc. can be played together by those innovative denim brands and professionals constantly in search for eco-advanced denim solutions that help them stay true to their values.

"Soft colors" made easy with new Optisul® C:

Colors other than blue have been tricky to achieve in the past. Archroma's original Diresul® RDT dyes offered a first solution to this issue. At InDIGO, Archroma will show denim manufacturers how they now can expand their color horizons with a new range of six dyes especially designed to produce soft denim colors in continuous dyeing processes: Optisul® C dyes. These affinity-free sulfide-free* dyes, suitable for GOTS** and bluesign®1 approval, can be combined with each other at low concentrations to obtain collections of jeans in a wide array of easily achievable and reproducible soft colors - all while using the most sustainable Advanced Denim technology.

Technology meets lifestyle with Archroma's finishing products:

Combining functionality and lifestyle is a challenge that is constantly influencing the development work of designers and brands across the world, especially when they long for eco-advanced solutions. With Archroma's innovative products, denim lovers can indulge their favorite attire from dawn to dusk, wherever they are, whatever they do. Archroma's water and soil management finishing technology, such as C6-based Nuva® N4547 and Nuva N1811, or fluorine-free Arkophob® FFR, are designed to help denim stay clean and fresh, whilst Archroma's Arkofix® ELF provides just the right amount of 3D effects that make that much sought-after effortless chic look so good.

"The production demand and consumption of denim-wear in South Asia is increasing at an extremely rapid pace. With "Advanced Denim", Archroma offers possibilities to meet this demand using dyes, finishes and processing technology that respect both our planet and the economic priorities of denim producers in the region's local markets," comments Nirmal Punjabi, Head of Business Development & Competence Centre Dyes, Archroma, India.

Innovation meets sustainability with Archroma's ONE WAY sustainability service

Archroma's ONE WAY is recognized for its game-changing approach to textile manufacturing based on the strong conviction that both ecological and economic benefits are reachable. ONE WAY is designed to help customers meet their sustainability targets in a fast and reliable manner. It is a 3-step systematic approach to the selection of chemicals and production processes that once completed, gives customers calculation results that assess the cost, performance and environmental profile of the evaluated products and processes.

At the booth, visitors will be able to experience the ONE WAY selection and calculation tools that support the shift toward more eco-advanced technologies.

ONE WAY was honored with the prestigious ICIS Innovation Award for Best Business Innovation 2013.

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