



## / MEDIA RELEASE

### **Archroma to showcase innovation and sustainability for enhanced color and performance at China Interdye 2018**

- Visit Archroma at China Interdye 2018, Booth A100, April 11-13, 2018, at the ShanghaiWorld Expo Exhibition & Convention Center, Shanghai, China

**Reinach, Switzerland, 3 April 2018** - Archroma, a global leader in color and specialty chemicals, will present at China Interdye 2018 its latest technologies, under the motto: **"Enhanced solutions for color and performance, it's our nature"**.

With a heritage of more than 130 years, Archroma provides solutions that combine performance, safety and low impact on resources. The company can draw on its extensive formulation and technical know-how to offer a constant flow of eco-advanced and innovative new in dyestuff and pigments, as well as process and functional chemicals.

### **Solution packages for innovation**

Visitors at Archroma's **Booth A100**. will be able to 'experience' Archroma's innovative solutions, in particular:

- *EarthColors, traceable from nature to fashion*  
The EarthColors patented range of "biosynthetic" dyes for cotton and cellulose-based fabrics, which are made from waste left over by the agricultural and herbal industry after extraction, such as almond shells, saw palmetto, or rosemary leaves. The latest NFC technology used on the end-product hangtags enables transparency and traceability through the supply chain to consumers. The EarthColors have been adopted by brands such as Patagonia, Kathmandu and G-Star, and won an Outdoor Industry Award 2017.
- *Color Atlas, a game-changing system for fashion design*  
The Color Atlas by Archroma<sup>®</sup> is a groundbreaking platform specially devised to address the needs of designers, brands, retailers, and manufacturers, enhancing creative possibilities for the industry as well as manageability and time to market through key complementary tools: The six-volume 'Color Atlas Library' with 4,320 color swatches and cotton poplin samples, the 'Color Atlas Compact' in two volumes for increased portability, and the 'Color Atlas Online' allowing to capture an inspiring image using a smartphone and immediately identify the closest Color Atlas shade palette, with the possibility to purchase a color sample instantly.
- *'Zero add-on' formaldehyde finishing and coloring solutions*  
Since January 1, 2016, formaldehyde is classified by ECHA5 as "may cause cancer" (Carc. 1B). Archroma offers a unique proposition combining: **Fixapret**<sup>®</sup> **Resin WFF**, a "zero add-on" formaldehyde anti-wrinkle finishing system and **Helizarin**<sup>®</sup> **EcoSafe** a "zero add-on"<sup>4</sup> formaldehyde printing system.



With Fixapret<sup>®</sup> Resin WFF, and Helizarin<sup>®</sup> EcoSafe, consumers can enjoy end-products that look good, whilst saving on precious resources and being gentler on the skin.

- *Sanitized<sup>®</sup> Odoractiv 10, active odor control function for polyester textiles*  
Visitors at the booth will be able to experience a new unique dimension of odor control function for functional polyester textiles. The newly developed wash-resistant Sanitized<sup>®</sup> Odoractiv 10 has a dual-action effect: on the one hand it prevents the bacteria from docking on the textile, and on the other, it adsorbs odors whilst the garment is being worn.

#### *Spotlight on automotive solutions*

Having acquired a 75% stake in the M. Dohmen group, a specialist in textile dyes and chemicals for automotive, carpet and apparel, Archroma is now in the position to extend its offer in expert products and services. M. Dohmen will be present at the show at Booth A118.

#### **Solution packages for sustainability**

Brand owners and retailers around the world are taking action to evaluate the environmental impact of textile treatment, dyeing and finishing processes in response to consumer concerns.

Archroma recently introduced the ONE WAY Process Simulator, the last update of a calculation tool that supports its ONE WAY Sustainability Service introduced back in 2012. The new, online software can be used to mimic and compare products and processes, and thus calculate the ecological and economical profile of the final end-product.

Archroma's portfolio of ZDHC MRSL-compliant chemicals and dyes is integrated into the ONE WAY calculation tool since 2013.

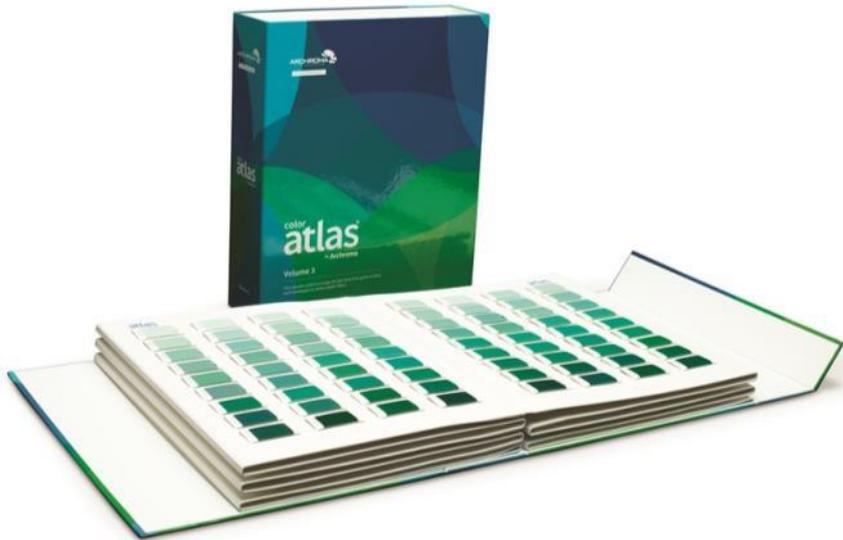
“At Archroma, we provide our customers with unique solution packages that are especially designed to combine performance, cost optimization and responsible textile production,” comments Robert Liu, Head of Sales China, at Archroma. “But we also believe that sustainability must be demonstrated, and that is what we do with ONE WAY” he adds.



Archroma to showcase innovation and sustainability for enhanced color and performance at China Interdye 2018. (Photo: Archroma)



The EarthColors by Archroma. (Photo: Archroma)



The Color Atlas by Archroma®. (Photo: Archroma)

Fixapret®, Helizarin® IS A TRADEMARK OF ARCHROMA REGISTERED IN MANY COUNTRIES.

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### **/ About Archroma**

Archroma is a global color and specialty chemicals company headquartered in Reinach near Basel, Switzerland. It operates with 3,000 employees over 35 countries and with 24 production sites. Its three businesses – Brand & Performance Textile Specialties, Packaging & Paper Specialties, and Coatings, Adhesives & Sealants – deliver specialized performance and color solutions to meet customers' needs in their local markets, touching and coloring people's lives every day, everywhere.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to challenging the status quo in the deep belief that it can make its industry sustainable; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency. Products enhanced, colors enhanced, performance enhanced – "Life enhanced".

[www.archroma.com](http://www.archroma.com)

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