



/ MEDIA RELEASE

ARCHROMA DEMONSTRATES SUSTAINABLE PERFORMANCE WITHOUT COMPROMISE AT PERFORMANCE DAYS 2025

Pratteln, Switzerland, October 28, 2025 – Archroma, a global leader in specialty chemicals towards sustainable solutions, will showcase innovations that deliver sustainable performance for functional fabrics without compromise at PERFORMANCE DAYS 2025 in Munich this month.

The company's team of specialists will present breakthrough dyes and finishes that prove brands don't need to choose between high-performance textiles and environmental responsibility, featuring solutions for sportswear, athleisure and workwear applications where durability, comfort and sustainability are equally critical.

"It is no longer true that you need to sacrifice high performance for sustainability," said Dharendra Gautam, Vice President, Commercial, Archroma. "Whether it's colors that stay vibrant wash after wash, or softness that lasts without sacrificing absorbency, we're showing that brands can deliver the performance consumers demand while advancing their environmental commitments. This is especially critical for functional fabrics where performance is non-negotiable."

HIGH IQ® LASTINGCOLOR PRO: Durability Meets Sustainability

At Performance Days, Archroma will feature its HIGH IQ® LASTINGCOLOR PRO series, including LASTINGCOLOR PRO and LASTINGBLACK PRO, reinforcing the company's commitment to colors that perform without compromise.

The HIGH IQ® performance assurance program ensures that fabrics deliver sustainable performance for garments that stay looking new, wash after wash, with bright shades that retain their intensity and dark shades that stay dark. Powered by specially selected AVITERA® SE reactive dyes, the program helps mills and brands achieve superior color retention while reducing their environmental footprint by using up to 50% less water and energy in processing. For functional fabric applications where color durability is essential, from high-visibility workwear to activewear that must maintain its aesthetic appeal, the HIGH IQ® LASTINGCOLOR PRO retains their colors up to 50 repeated washes, and delivers performance, protection and comfort while meeting the textile industry's strict environmental regulations.

SILIGEN® D2W LIQ C: Solving the Softness-Absorbency Compromise

Performance Days will also give industry professionals a first chance to experience SILIGEN® D2W LIQ C, the industry's first truly durable silicone softener for cellulosic and cotton-lycra blended knits that maintains both luxurious softness and natural absorbency over extended use.



Historically, manufacturers had to choose between a durable softener that compromised the fiber's natural absorbency or a softener that preserved moisture-holding properties but quickly washed away. SILIGEN® D2W LIQ C eliminates this trade-off through Archroma's patent-pending micro-x chemistry, which creates a cross-linkable microemulsion that forms a stable silicone network within cellulosic fibers. This breakthrough ensures uniform softener distribution and locks in softness over time while maintaining wash resistance—ideal for functional textile applications where both comfort and moisture management are critical.

The innovation also represents a first in objective handfeel measurement, enabling mills and brands to quantify and communicate softness durability with unprecedented transparency.

Complete Portfolio for Functional Performance

Drawing on Archroma's extensive portfolio, the team will also highlight PHOBOTEX® NTR-50 liq, a bio-based durable water repellent that is non-PFAS (per- and polyfluoroalkyl substances) and non-formaldehyde, as well as 50% renewable carbon content (based on ASTM D6866). PHOBOTEX® NTR-50 provides excellent water repellence on all kinds of fibers and also achieves a soft handle that makes fabrics more comfortable to wear. This makes it ideal for sports apparel and outdoor wear.

Rounding out the Archroma's Performance Days showcase, the company will present EarthColors® technology, which creates colors from agricultural waste such as nutshells and cotton plant residues; and AVITERA® GENERATION NEXT, the latest extension to the revolutionary AVITERA® platform, bringing economical sustainability to dark shades, including black, navy and red.

Meet the Archroma Team at PERFORMANCE DAYS 2025

A leading trade fair with a tight focus on functional fabrics and sustainable textile innovations, PERFORMANCE DAYS is held twice a year to support seasonal sourcing. More than 3,000 specialist visitors, including designers, product managers and purchasing professionals, are expected to attend the October 2025 edition in Munich, alongside online attendees from around the world.

Visit Archroma in Munich at Booth H33 in Hall A1, Messe München for PERFORMANCE DAYS 2025 from October 29-30, 2025.



Performance Days. (Photo: Archroma)



HIGH IQ® Assurance Program. (Photo: Shutterstock)



SILIGEN® D2W. (Photo: Shutterstock)

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/ About Archroma

Archroma is a global, diversified provider of specialty chemicals serving the branded and performance textiles, packaging and paper, and construction markets.

Headquartered in Pratteln, Switzerland, Archroma operates with more than 4,500 employees located in 42 countries and with over 30 production sites.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to the principles of "The Archroma Way to a Sustainable World: Safe, Efficient, Enhanced. It's our nature!"; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency.

www.archroma.com

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