



/ MEDIA RELEASE

ORTA AND ARCHROMA LAUNCH DENIM COLLECTION DYED WITH WOOL WASTE

Premium denim mill ORTA debuts a FiberColors® collection at Kingpins Amsterdam, using Archroma's dyes made from pre-consumer wool waste

Pratteln, Switzerland, April 2, 2026 – Archroma, a global leader in specialty chemicals, and Orta Anadolu, the premium Türkiye-based denim manufacturer behind the **ORTA** brand, today announced a collaboration to bring circular dye chemistry into commercial denim production.

The partnership will be showcased at Kingpins Amsterdam from April 15-16, 2026, where ORTA will present its first denim collection dyed with Archroma's **FiberColors®** dyes.

FiberColors® are synthesized with a minimum of 50% wool waste – specifically, fleeces that sheep farmers would otherwise pay to dispose of. By upcycling this unwanted material, the patented Archroma technology replaces petroleum-based raw materials without compromising performance, water or energy consumption, or waste generation in the dye manufacturing process. The dyes deliver the same dyeing and fastness performance as conventional sulfur dyes and are GOTS-approved.

Following a successful trial in late 2025, ORTA has selected three shades from the FiberColors® palette: DIRESUL® FIBER-TEAK (brown), DIRESUL® FIBER-SLATE (blue-grey), and DIRESUL® FIBER-GRAPHITE (dark grey) — for its debut collection. The selection reflects ORTA's characteristic approach of combining distinctive aesthetics with responsible production, and underscores the commercial readiness of FiberColors® for premium denim applications.

“FiberColors® builds directly on the success of our EarthColors® platform, which has now been adopted by more than 50 global brands and helped us upcycle over 60 tons of plant residue from the herbal and pharmaceutical industries. With FiberColors®, we identified wool waste as another significant stream that circular chemistry could transform — giving brands a compelling and fully traceable sustainability story. ORTA's decision to bring this into commercial denim production is exactly the kind of partnership that proves these technologies are ready to scale,” Julio Perales, Technical & Product Segment Manager Denim, Archroma, said.

Founded in 1953 as a spinning and weaving company, ORTA has specialized in denim since 1985. Based in Türkiye, the company has more than 1,000 employees and a global reputation for melding style and sustainability.

“We believe that aesthetics and ethics are inseparable,” Sebla Onder, Marketing and Sustainability Manager of ORTA, said.



“We are demonstrating that the circular economy is commercially viable today – upcycling waste streams to solve a problem for sheep farmers while creating on-trend denim garments that can themselves be safely recycled and even composted at end of life.”

The ORTA FiberColors® collection will be on display at the Archroma stand at Kingpins Amsterdam, April 15-16, 2026.



Orta and Archroma launch denim collection dyed with wool waste.
(Photographs: Archroma)



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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 over 4,000 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"; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency.

www.archroma.com



/ About ORTA

Since its inception, ORTA has been weaving a denim heritage defined by innovation, responsibility, and a forward-thinking spirit. Established in 1953 and evolving into a denim manufacturer in 1985, ORTA now operates in Turkey with over 1,000 employees, shaping a new era where sustainable design and advanced engineering redefine the future of denim.

Rooted in nature-positive thinking, ORTA leads the industry in the use of natural fibers and future-ready solutions, including bio-derived materials, regenerative practices, and reduced-impact technologies.

From circular fiber systems to next-generation partnerships, ORTA is committed to reimagining denim through technologies that protect the planet and build a more resilient, sustainable future.

www.ortaanadolu.com

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.