



/ MEDIA RELEASE

BROWZWEAR EXTENDS ITS LIBRARY OF COLORS TO EMPOWER 3D FASHION WORKFLOWS WITH COLOR ATLAS BY ARCHROMA®

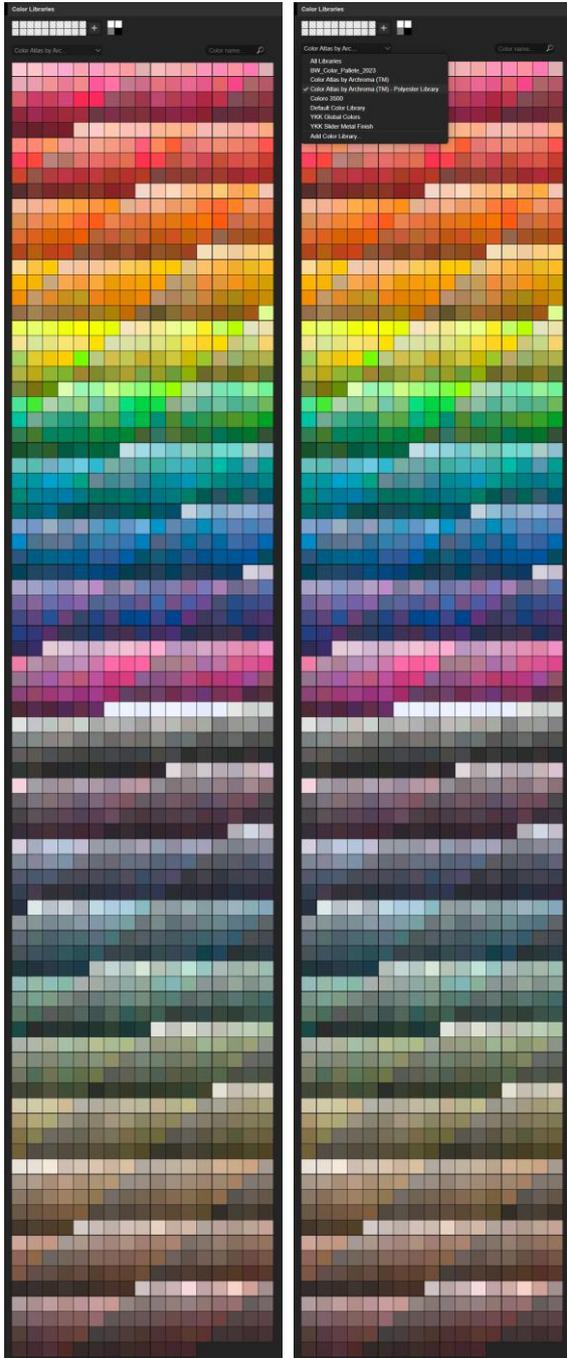
Pratteln, Switzerland, 6 February 2024 - Archroma, a global leader in specialty chemicals towards sustainable solutions, and [Browzwear](#), a pioneer of 3D digital solutions for the fashion industry, have expanded their partnership to bring the complete [Color Atlas by Archroma®](#) library of colors to Browzwear's VSticher, Lotta and Stylezone platforms.

Designers will now have access to a total of 5,760 color references, with 1,440 colors for polyester added to Browzwear's existing color library of 4,320 Color Atlas colors for cotton poplin. This will support them to collaborate across the entire supply chain, ensuring color consistency from digital design to production for cotton, polyester and blends.

Crucially, the color references in the Color Atlas by Archroma® have been formulated to comply with leading international eco-standards, allowing designers to select dyes and finishes that meet their desired sustainability profile. Each color is available as a physical color standard that includes precise dyeing recipes and compliance data, as well as access to expert technical support from Archroma around the world.

"With the industry's largest color library at their fingertips, the Browzwear community is being further empowered to embrace end-to-end digital workflows and bring more transparency, sustainability and collaboration to the fashion industry," Lars Villumsen of Browzwear, said. "We are pleased to continue to partner with Archroma to bridge the gap between fast and efficient digital processes and physical product creation."

"The ongoing digital transformation of the fashion industry is an opportunity for brands and independent designers to streamline the design process. With tools from Browzwear and the 5,760 colors in the Color Atlas library, they are supported to take their designs from concept to creation without compromising their creative vision or sustainability principles," Chris Higgs of Archroma Color Management, said.



Browzwear extends its library of colors to empower 3D fashion workflows with Color Atlas by Archroma®. (Photographs: Browzwear)

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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 coatings, adhesives and sealants markets. Headquartered in Pratteln, Switzerland, Archroma operates with more than 5,000 employees located in 42 countries and with 35 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.

/ Browzwear aligns and accelerates digital workflows, from sketch to store

A trusted partner of more than 1,000 fashion and apparel companies worldwide, Browzwear unlocks digital craftsmanship, allowing the creative act to flow across the entire value chain. Advanced 3D visualization is the foundation for software and services that make it possible to design, produce, and sell with remarkable efficiency. Virtual prototypes are true to life. Sampling and production are streamlined. Ideas come to market faster, with cost and waste reduced at every step of the way. The result is nothing less than the digital transformation of the entire fashion industry.

www.browzwear.com.

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