

/ MEDIA RELEASE

ARCHROMA AND FIBRE52® PARTNER TO SCALE NEXT-GENERATION LOW-TEMPERATURE NEUTRAL-PH, BLEACH SYSTEM FOR COTTON AND COTTON/POLYESTER FABRICS

Archroma becomes the exclusive global distributor of Fibre52®'s patented chemistry—advancing a new standard in sustainable processing. Combined with Archroma's AVITERA® SE dyes, the partnership delivers the industry's most resource-efficient bleach-and-dye systems.

Pratteln, Switzerland and Houston, Texas, December 4, 2025 – Archroma, a leading global specialty chemicals company committed to sustainable innovation, and Innovo Fiber LLC, owner of the patented Fibre52® system, today announced an exclusive global distribution partnership to expand the reach of Fibre52®'s proven low-temperature, bleaching technology with innovative dyeing application to textile mills and brands worldwide.

When combined with Archroma's AVITERA® SE reactive dye range, the collaboration brings forward a comprehensive system that reduces resource use across pretreatment and dyeing, setting a new benchmark for sustainable cotton and cotton/polyester production. Together, the technologies enable mills to reduce water use and CO₂ emissions by up to 50%, helping brands accelerate their progress toward carbon-reduction and sustainability targets.

Under the agreement, Archroma will integrate Fibre52® into its global sales and technical network, expanding access to the ZDHC MRSL v3.1 and OEKO-TEX®-approved system for mills adopting high-performance, sustainable processing.

Revolutionizing Cotton and Cellulose Processing

Fibre52®'s breakthrough technology replaces harsh, high-temperature caustic bleaching with a gentle, low-temperature system that preserves the cotton fiber's natural wax layer. The result is stronger, softer, more durable fabrics that reduce process weight loss by 2–4%, lower energy and water use, and deliver cost-neutral conversion—while minimizing the need for added softeners through the cotton's naturally enhanced hand feel.

Already adopted by partner mills across multiple regions, the process delivers consistent results across all shades—including whites—and performs exceptionally on cotton/polyester blends, reducing time and water requirements. Combined with Archroma's AVITERA® SE dyes, it enhances dye uptake, color depth, and overall resource efficiency—a next-generation solution for sustainable textile processing.

Engineered for versatility across modern bleaching and dyeing platforms, Fibre52® offers mills a single, low-impact system adaptable to a wide range of fabric constructions and process methods.



FIBRE52®

Designed for cotton and effective with cotton/polyester, manmade cellulose, and cotton-rich blends, the system also supports greater use of recycled cotton, advancing circular textile production.

By combining Archroma's global reach and technical expertise with Fibre52®'s patented innovation, the partnership will accelerate the industry's shift to a comprehensive bleach-and-dye system, unlocking new efficiencies and environmental benefits at scale. Together, Archroma and Fibre52® are setting a new benchmark for sustainable, high-performance cotton and blended fabric processing.

Executive Perspectives

"Our goal has always been to make sustainable cotton processing the global standard," said Laura Thornquist, President of Innovo Fiber LLC, owner of Fibre52®. "Through our partnership with Archroma, we can now deliver that vision at scale—combining Fibre52®'s neutral-pH, caustic-free technology with Archroma's AVITERA® SE dyes to create a complete, low-impact bleach-and-dye system. This is how the industry moves forward: practical innovation that improves performance, protects fibers, and dramatically reduces environmental impact."

"This partnership is a strategic milestone that brings together Innovo Fiber's groundbreaking technology and Archroma's sustainability innovation. Together we are empowering the textile industry to achieve new levels of efficiency and environmental sustainability. This is a game-changer for the industry and we are excited to lead the charge," said Dharendra Gautam, VP Commercial, Archroma. "With Fibre52®, we now deliver a unique, industry-first solution, for cotton and its blends, as part of Archroma's SUPER SYSTEMS+ portfolio."



Archroma and Fibre52® partner to scale next-generation low-temperature neutral-pH, bleach system for cotton and cotton/polyester fabrics. (Photo: Archroma and Fibre52®)



FIBRE52®

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/ Media Relations

Marilyn Chua
Archroma
media@archroma.com

Kim Lommaert
EMG
+31 164 317 021
klommaert@emg-marcom.com

Michael Rosenhouse
Fibre52® (Innovo Fiber LLC)
mrosenhouse@fibre52.com

/ 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



FIBRE52®

/ About Fibre52®

Fibre52®, developed and commercialized by Innovo Fiber LLC, is a patented, resource-efficient system that modernizes cotton preparation and dyeing through a neutral-pH, caustic-free process. Delivering softer, stronger fabrics with lower resource use, Fibre52® helps mills and brands achieve cost-neutral sustainability across cotton and cotton-blend production while advancing circular textile innovation. Building on its proven foundation, Innovo Fiber continues to develop new process innovations that extend the Fibre52® technology platform to additional fiber types and textile applications.

www.fibre52.com

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