



/ MEDIA RELEASE

ARCHROMA AND ARTISTIC MILLINERS FORGE STRATEGIC PARTNERSHIP, DRIVING TOWARDS SUSTAINABLE SOLUTIONS

Pratteln, Switzerland, 20 March 2024 - Archroma, a global leader in specialty chemicals towards sustainable solutions, has announced a strategic partnership with Artistic Milliners, one of the world's top denim fabric manufacturers. These two industry leaders will join forces to implement resource-saving techniques through sustainable solutions designed for long-term impact, as well as further strengthen compliance standards through an extensive training program.

The collaboration between Archroma and Artistic Milliners aims to establish a highly synergistic training platform at the Archroma Center of Excellence in Karachi. Aside from imparting training on the implementation of mandatory technical requirements in compliance and safety to the Artistic Milliners employees, Archroma is also taking it a step further to share resource saving initiatives, especially water and energy, practiced at Archroma.

Additionally, Archroma will also periodically share advancements in denim-based research. A key component of this partnership is Archroma and Artistic Milliners working together to develop new and sustainable solutions that would value add both the local and global denim markets.

Mr. Mujtaba Rahim, CEO, Archroma commented, "With the industry's broadest portfolio, we are now able to offer the textile industry with cutting-edge technologies and high-performance solutions that bring together efficiency and sustainability. This partnership is set to foster mutually beneficial market dynamics and strategies. By leveraging our well-established solutions in current markets, this collaboration opens doors to new possibilities. I am confident that Artistic Milliners and Archroma will set a shining example of collaboration in the industry."

"As a leading player in the denim industry, we are thrilled at the opportunity to collaborate with Archroma to spearhead sustainability through innovation. This partnership allows us to remain at the forefront of the ever-changing global market while continuing to introduce fresh solutions in denim. We are confident that this impactful alliance will lead to substantial advancements in denim standards in the near future," said Mr. Faisal Aziz, Director Operations, Artistic Milliners.



Mr. Faisal Aziz, Director Operations, Artistic Milliners and Mr. Mujtaba Rahim, CEO Archroma Pakistan exchanging the Memorandum of Understanding. (Photo: Archroma)



Group photograph of Artistic Milliners and Archroma team at Memorandum of Understanding signing ceremony. (Photo: 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 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.

/ About Artistic Milliners

Artistic Milliners was established in Pakistan in 1949 as a small retail store. It has grown into one of the world's top manufacturers of denim through a focus on automation, innovation, research, people and planet. A vertically integrated denim and garment manufacturer, Artistic Milliners has an annual production capacity of 144 million meters of fabric and 43 million garments. It has denim design centers in key locations, including New York, Los Angeles and Dubai, and invests in renewable energy through its subsidiary Artistic Energy.

www.artisticmilliners.com

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