



/ MEDIA RELEASE

ARCHROMA SHOWCASES PLANET CONSCIOUS SUPER SYSTEMS+ AT COLOMBIATEX 2024

End-to-end solutions that deliver resource savings, cleaner chemistries and outstanding durability for denim, cotton knits and polyester-cotton blends.

Pratteln, Switzerland, 18 January 2024 - Archroma, a global leader in specialty chemicals towards sustainable solutions, is showcasing some of its most effective planet conscious innovations and solution systems at this year's Colombiatex de Las Américas, being held from January 23 to 25, 2024.

"The Colombian textile and apparel industry has always emphasized quality and creativity. Now it is also emerging as a regional leader in the shift to sustainable innovation and circular business practices," Fernando Hernandez Espinosa, VP Americas, Archroma Textile Effects, said. "Colombiatex captures this dynamism and is an ideal platform for global companies like Archroma to deepen our relationships with the enterprises and entrepreneurs driving the sustainable growth of the industry in Latin America and beyond."

Archroma is using its attendance at Colombiatex 2024 to introduce a new concept that promises to help the region's brands and mills optimize their productivity, add value to their products and create a positive impact on the environment: Super Systems+.

"Archroma today has the industry's broadest product portfolio, as well as unmatched technical expertise and processing experience. We have brought all of this together to create our new Super Systems+. These powerful end-to-end systems combine processing solutions and intelligent effects for specific end uses, helping brands, retailers and mills optimize their productivity, sustainability and market competitiveness," Dhirendra Gautam, VP Product Marketing and Strategy, Archroma Textile Effects, said.

Each of the Super Systems+ solutions offers exceptional performance, including end-product durability, while meeting sustainability targets with cleaner chemistries that comply with current and anticipated industry regulations or deliver resource savings, or both. Solutions are currently available for popular end-use segments, from denim to cotton and poly-cotton knits.

For iconic black denim with a cleaner environmental footprint, brands and mills can choose **DIREFUL® EVOLUTION BLACK** to create unique shade and wash-down effects with an overall impact reduction of 57% compared to standard Sulfur Black 1 liquid.* For authentic blue denim, Archroma's breakthrough aniline-free** pre-reduced **DENISOL® PURE INDIGO 30 LIQ** produces coveted indigo colors with the same performance and efficiency as conventional indigo dye, but in a more planet-friendly way.



To embrace circularity and create natural shades on cellulosic-based fibers including cotton, kapok, linen and viscose, brand owners can now turn to Archroma's patented **EarthColors®** technology. It makes high-performance biosynthetic dyes from non-edible natural waste, such as almond shells, bitter orange residues and cotton production byproducts, helping conserve natural resources. For next-generation processing of polyester and its blends, Archroma's **ERIOPON® E3-SAVE** all-in-one auxiliary combines pre-scouring, dyeing and reduction clearing in a single bath to achieve substantial savings of water, energy and time.

For weather protection and stain resistance that is both economically and environmentally sustainable, Archroma Super Systems+ draw on the industry's most extensive portfolio of **fluorine-free durable water repellents**. The right chemistry achieves the functionality of the brand's intended end use while optimizing production and staying ahead of consumer expectations and regulatory change.

Established 35 years ago, Colombiatex has grown into a premier global platform connecting the textile and apparel industry and showcasing sustainable practices. More than 500 exhibitors and 12,000 buyers from South America and the world are set to converge at the exhibition over the three days.

Visit Archroma at **Booth PC006** at the Plaza Mayor Medellín Convention and Exhibition Center for Colombiatex 2024 from January 23 to 25, 2024.



Archroma showcases planet conscious Super Systems+ at Colombiatex 2024.
(Photographs: Archroma)



* Ecotarrae lifecycle analysis

** Below limits of detection according to industry standard test methods

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/ Media Relations

Marilyn Chua
Archroma
media@archroma.com

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

/ 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.

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