



/ MEDIA RELEASE

ARCHROMA UNVEILS SUPER SYSTEMS+ AT CHROMATEXCHEM 2023

Pratteln, Switzerland, 15 December 2023 - Archroma, a global leader in specialty chemicals towards sustainable solutions, is bringing its most impactful planet-conscious innovations, including SuperSystems+, to ChromaTexChem 2023 in Mumbai from December 19-20.

Super Systems+ is a new set of powerful end-to-end systems that combine processing solutions and intelligent effects for the entire textile processing workflow, from sizing to finishing. Developed for different end-use segments – from blue and colored denim to performance athletic wear, bottom weights, towels and sheeting – Super Systems+ aims to empower fashion and textile brands and mills to add value to their products while they deliver measurable environmental impact and enhance production efficiency.

“Each of the Super Systems+ solutions offers resource savings or incorporates technologies that support compliance with existing or anticipated regulations around harmful or unwanted chemicals or both,” said Dhirendra Gautam, Vice President of Product Marketing and Strategy, Archroma Textile Effects.

“Archroma is a global leader in sustainability innovation. Drawing on a legacy that stretches back 265 years, we offer foundational solutions that save resources and create an impact through advanced performance effects that contribute to textile longevity,” Anjani Prasad, Vice President of South Asia, Archroma Textile Effects, added.

“With Super Systems+, we are ramping up even more with solutions and processes that incorporate our cleanest and safest chemistries and deliver the highest possible performance. The aim is to help fashion and textile brands further optimize their productivity, realize even greater resource saving and create a positive impact on the environment.”

Super Systems+ leverages the industry’s broadest product portfolio and authentic evidence-based data to support informed decision making. It is supported by The SafeEdge by Archroma, a unique online portal that gives Archroma customers and brands real-time access to product-related regulatory and compliance certifications and information, as well as the Archroma ONE WAY Impact Calculator, a process simulation and calculation tool designed and used by our textile processing experts to provide our customers and partners with an accurate estimate of the process costs, resource utilization, effluent discharge quality, and CO₂ emissions of the existing production process and of the newly evaluated system. These help them to select solutions that meet their performance requirements and deliver against significant sustainability targets.



Meet the Archroma team at ChromaTexChem 2023

Showcasing the importance of colorants and specialty chemicals to the textile sector in India and around the world, ChromaTexChem is a globally recognized annual exhibition and conference. This year, it will take place on December 19 and 20 at the Bombay Exhibition Center, Mumbai.

You are invited to meet the Archroma team at Hall 2, Booth C3-C4-C5.





Archroma unveils super systems+ at ChromaTexChem 2023. (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 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.

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