/MEDIA RELEASE

ARCHROMA AND MONTEGA ITALY JOIN HANDS TO HELP ENHANCE THE STANDARDS OF PAKISTAN'S GARMENT INDUSTRY

Reinach, Switzerland, 16 April 2018 - Archroma, a global leader in color and specialty chemicals, and Montega S.r.l., Italy, (Montega) announce a collaboration aimed at supporting the fast-growing garment and apparel industry in Pakistan, particularly in the denim segment. The joint efforts will focus on fostering excellence in the finishing of textile garments.

Montega has decades of rich experience in developing the latest fashion trends with its high standard chemical treatments. For garments and fabrics, they offer solutions in finishing effects, enzymatic products, bio-polishing, bio-finishing and specialty products for indigo dyes, proteinaceous fibers such as wool and silk, and garment washing and/ laundry. All applications are geared toward environmental sustainability.

Archroma offers a wide range of brand and textile specialty chemicals that caters to the local industry in Pakistan for both its internal and export markets. The company's expert team provides innovative solutions to its customers, tailored to their individual requirements.

Archroma will now represent Montega in marketing their products in Pakistan. The collaboration between the two firms will provide a unique synergy of combined expertise, reliability and commitment to environmental sustainability, especially toward the reduction of water usage and the emission of greenhouse gases during textile finishing processes. The design studio at the Archroma Center of Excellence in Pakistan will work extensively with Montega's M-Lab Garment University in Riccione, Italy, to deliver solutions based on the latest trends and fashion effects, backed by world-class technical support.

Mujtaba Rahim, CEO of Archroma Pakistan, comments: "We, at Archroma, believe in continuous improvement and challenging the status quo to make our industry sustainable. We have dedicated ourselves to bringing innovation in our product lines and to closely partnering with like-minded organizations to build industrial rapport. Through this initiative of joining hands with Montega, we will be able to share latest R&D developments with the textile industry in Pakistan, and help grow Pakistan's contribution in the global textile arena."

© 2018 Archroma

END

Media Relations

Muriel Werlé
Archroma
+41 61 716 3375 or +41 79 536 9117
muriel.werle@archroma.com

Josina van der Velden
EMG
+31 164 317 014
jvandervelden@emg-pr.com

About Archroma

Archroma is a global color and specialty chemicals company headquartered in Reinach near Basel, Switzerland. It operates with 3,000 employees over 35 countries and with 24 production sites. Its three businesses – Brand & Performance Textile Specialties, Packaging & Paper Specialties, and Coatings, Adhesives & Sealants – deliver specialized performance and color solutions to meet customers' needs in their local markets, touching and coloring people's lives every day, everywhere.
Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to challenging the status quo in the deep belief that it can make its industry sustainable; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency. Products enhanced, colors enhanced, performance enhanced – "Life enhanced".
www.archroma.com

This press release can be downloaded from www.PressReleaseFinder.com.