



## **ARCHROMA PREPARES FOR ITMA WITH 5 INNOVATIONS AND 24 SYSTEM SOLUTIONS FOR ENHANCED SUSTAINABILITY, COLOR AND PERFORMANCE**

- Visit Archroma at ITMA, hall 3 booth C153, from 20 to 26 June 2019 in Barcelona, Spain

- Archroma, a global leader in color and specialty chemicals towards sustainable solutions, will be at ITMA to launch its latest innovations and system solutions aimed to help textile manufacturers with optimized productivity and/or value creation in their markets.

Archroma offers a wide portfolio of dyes and chemicals aiming to increase sustainability and innovation along the entire value chain, from fiber to finish.

Archroma is reputed for its continuous flow of ground-breaking innovations, such as the EarthColors®, a range of dyes made from non-edible natural waste from the agricultural and herbal industry, Inkpresso®, a digital printing system that enables ink mixing on site and on demand, Smartrepe!® Hydro, a nature-friendlier protection that keeps cotton, polyester and polyamide textiles dry, the Color Atlas, a revolutionary color system comprising of a physical and online library of 4,320 new colors developed on cotton poplin.

More recently, Archroma introduced the purest indigo, Denisol® Pure Indigo, an aniline-free\* synthetic pre-reduced liquid indigo launched in 2018, Appretan® NTR, a new nature-based binder for nonwovens, and Fadex® AS New, a new “super UV protector” for automotive & transportation textiles, both introduced in May 2019.

At ITMA, Archroma will present **24 solution systems** and **5 innovations**, and will hold “**Innovation & Solutions Sessions**” at its booth to present them. (See “Agenda” below).

The systems and innovations presented by Archroma have all been selected for their compliance with “**The Archroma Way**: safe, efficient, enhanced, it’s our nature”. The approach finds its origin in Archroma’s deep belief that it is possible to make the textile industry sustainable. For further information: <https://www.archroma.com/the-archroma-way>.

At ITMA, visitors will be able to discover how the **innovations and ingredients selected in each system** are combining to help create value in their application process and end market:

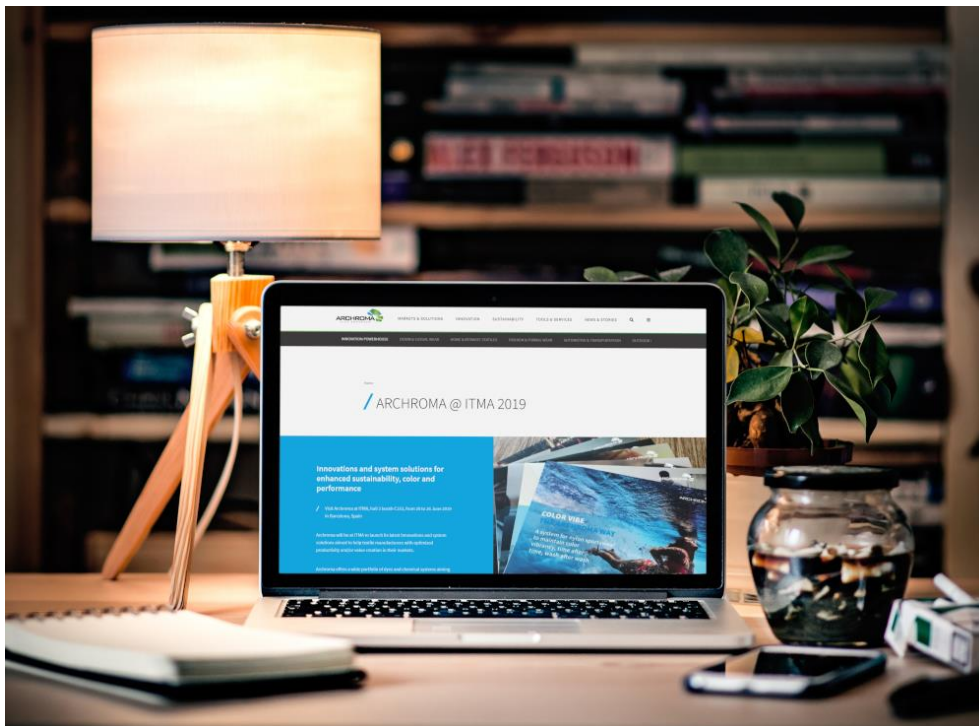
- Denim & casual wear;
- Home & intimate textiles;
- Fashion & formal wear;
- Automotive & transportation;
- Outdoor & active wear;
- Workwear & uniforms.

Archroma has set up a dedicated **webpage** (<https://www.archroma.com/itma2019>) to keep visitors informed the systems and innovations that will be introduced for each market.

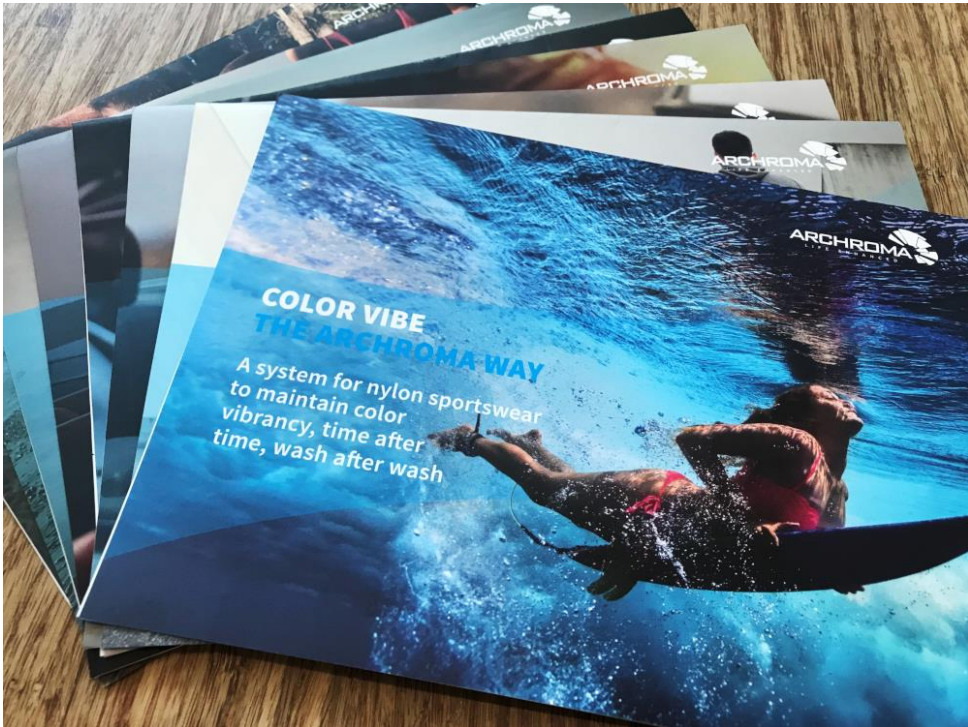
The web page also includes a **complete agenda** of the “Innovation & Solutions Sessions” and events that Archroma will participate to during the exhibition.

Stay tuned for the media release that will be dedicated to each innovation launch by checking the calendar under agenda in the said [webpage](#).

“The textile industry is currently undergoing deep transformations and challenges, such as the constant consumer demand for more innovation and performance in apparel and textiles, as well as the growing concerns about resource scarcity and product safety”, comments **Marcos Furrer**, President, Brand and Performance Textile Specialties, Archroma. “With our new approach based on system solutions, Archroma is further supporting our customers in addressing those challenges - and opportunities. Because it’s our nature!”



Stay tuned with Archroma highlights and activities at ITMA 2019 by visiting on the dedicated event [webpage](#). (Photo: Archroma)



Archroma will be at ITMA 2019 to launch its latest innovations and solution systems aimed to help textile manufacturers with optimized productivity and/or value creation in their market. (Photo: Archroma)



“The Archroma Way: Safe, efficient, enhanced. It’s our Nature.” (Photo: Archroma)

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