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## **Huntsman Textile Effects has always been an industry leader in innovative and environmentally sustainable textile solutions**



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### **1. What is the present status of the international dyestuff industry?**

The global textile market is set to be worth USD **1.23** trillion dollars by 2025 at a CAGR of 4.24%. Concurrently, the international dyestuff market is poised to expand significantly at a CAGR of **8.3%** during the period of 2016-2023. This growth will mainly be driven by budding demand in end user segments such as textiles, plastics, wood and leather. In addition to growing demand in end user segments, the recent structural policy changes and more stringent environmental, safety and health norms in China have helped channel more business to India. The increase in demand for sustainable solutions across segments also presents a great opportunity for growth. A demonstration of this is the marked increase in demand for natural dyes over synthetic dyes. In line with this trend, companies are increasing focus on research to promote sustainable alternatives such as dyeing textiles with liquefied carbon dioxide instead of water, to create a positive environmental impact. India is a large producer of natural as well as synthetic dyes. According to a Ken research report, the Indian dyes market is expected to generate revenues worth INR 48,000 crores by 2022. Factors such as abundance of natural resources, availability of low cost labor and government support will continue to play a defining role in transforming India into the leading provider of high quality dyes.

## **2. How can the textile and apparel industry benefit from Huntsman products?**

Huntsman Textile Effects has always been an industry leader in innovative and environmentally sustainable textile solutions. At Huntsman, we take immense pride in offering solutions that provide superior performance and adhere to the highest environment, health and safety (EHS) standards. Huntsman Textile Effects continues to make significant and continual investment in developing and offering sustainable solutions that provide high performance and functionality. A testament to this is the AVITERA® SE range of dyes which enables rapid and high exhaustion for cotton and other cellulosic fibers and helps reduce energy and water consumption.

Additionally, our High IQ® performance assurance program, representing innovation and quality, adds immense value to the textile value chain. This quality assurance branding helps our customers build brand loyalty and command better prices for garments in the market. We have also seen massive interest from leading brands in our High IQ® Lasting Color program, powered by our Novacron® range of dyes which fulfills consumers' need for garments to retain their new, attractive look for much longer ensuring that colors stay and don't wash away. Our High IQ® Sun protection performance assurance program provides built in UV ray protection in garments, shielding the skin from harmful UV-A and UV-B rays with durable performance throughout the lifetime of the garment. For performance apparel, our HIGH IQ® Repel Everyday program provide durable eco-friendly protection against everyday stains on garments. The Repel range also encompasses the High IQ® Repel Outdoor and High IQ® Repel Extreme protection which excels in all-weather so that you can enjoy the outdoors and still stay warm, dry and comfortable in most severe environment.

## **3. Huntsman's take on sustainability. How is Huntsman going to redefine the textile processing industry?**

At Huntsman, we have always paid due attention to how our products and processes impact the ecosystem. We have already begun to redefine textile processing with our range of AVITERA® SE dyes that help substantially reduce the energy and water utilized for dyeing of cotton. AVITERA® SE dyes ensure rapid and very high exhaustion for cotton and other cellulosic fibers and their blends. More of the dye is absorbed by the fabric, using less salt with less than 7% of the absorbed dye remaining unfixed, compared to the 15% and 30% offered by conventional reactive dyes. Our ECOPARTNESHIP enables us to drive a more sustainable value chain with industry associations as Bluesign, ZDHC, GOTS and OEKO TEX as well as with brands that have a strong sustainable agenda. Through Huntsman Textile Effects' broad suite of innovative solutions, we will continue to lead the global textile industry towards a more sustainable future, creating value for stakeholders and striving for a more vibrant world for future generations.

## **4. Which are the most promising present and future markets? What are your future plans for these markets?**

In recent times, with rapid changes in fashion cycle and the industry's growing focus on sustainability, we have observed a technological shift from conventional printing to digital printing technology for textiles. Our research and innovation driven approach in the digital inkjet space has provided us with a new avenue to build customer engagement and further consolidate our leadership position in the Inkjet business to deliver sustained growth and high returns. We are excited to present our next generation of high performance ink solution in Novacron® Advance ink range for cellulosic with outstanding shade depth and color gamut reducing the inks' consumption and coloration cost. This range delivers outstanding run ability and reliability, vivid colors and incredible color fastness. Additionally, our Eriofast Vista ink range is

the best in class alternative solution for printing on Polyester cotton blends. The application of these inks in a simple, sustainable and urea free process offers reduced energy and utility consumption whilst delivering color depth, soft handle and vibrant colors on fabric surface. Additionally, consumers' growing preference for apparels which provide comfort as well as performance required for an active lifestyle is reflected in the growing demand for athleisure wear. Huntsman continues to work with leading global brands to provide state of the art product differentiation such as Teflon Eco lite with Zelan R3 which provides wash durable performance for fabric protection and long lasting performance in this segment.

#### **5. What is your message to the Textile and Apparel Industry?**

At Huntsman, collaboration with our customers is the foundation of how we operate. We leverage our vastly experienced and diversified global technical resources network with the sole objective of making our customers more competitive, thus enabling them to fulfill their environmental objectives. We frequently join forces with our partners to help our customers improve their process efficiencies, cut costs, increase productivity and expand their market share through the implementation of our Productivity Improvement Program (PIP). The industry should collaborate more across the board to view the process as a whole to bring value to all segments.

#### **6. How do you see Huntsman Textile Effects by 2020?**

We strongly believe that focusing on environment, health and safety in every aspect of the business will lead to sustained business growth. In the coming year, bringing new innovative products and technologies to our customers will be one of the major focus areas of our business model. We will further invest in research and technology (R&T) initiatives where we already outspend our competitors. This will allow us to deliver innovative solutions that meet the functionality and sustainability criteria of our customers, thus creating value for all stakeholders in the textile value chain.