Archroma: Leading the Charge in Sustainable Textile Innovation at Colombiatex

In the dynamic landscape of the textile and apparel industry, sustainability and innovation are not just trends but imperatives. At the forefront of this transformative journey is Archroma, a global leader in specialty chemicals, which is showcasing its latest planet-conscious innovations at Colombiatex de Las Américas 2024, held from January 23 to 25.

The Colombian textile industry, known for its emphasis on quality and creativity, is now pioneering sustainable innovation and circular business practices. Fernando Hernandez Espinosa, VP Americas at Archroma Textile Effects, highlights Colombiatex as the perfect platform for Archroma to deepen its engagement with Latin American enterprises and entrepreneurs who are steering the industry towards sustainable growth.

A key highlight of Archroma's participation is the introduction of Super Systems+. This new concept is a testament to Archroma's extensive industry expertise and broad product portfolio. As described by Dhirendra Gautam, VP of Product Marketing and Strategy at Archroma Textile Effects, Super Systems+ are powerful, end-to-end systems designed to enhance productivity, sustainability, and market competitiveness. These systems offer intelligent processing solutions and effects for specific end uses, perfectly aligning with the needs of brands, retailers, and mills.

Super Systems+ stand out for their exceptional performance and sustainability. They offer solutions for various segments, including denim, cotton, and poly-cotton knits. For example, the DIRESUL® EVOLUTION BLACK for black denim reduces environmental impact by 57% compared to standard Sulfur Black 1 liquid, while DENISOL® PURE INDIGO 30 LIQ offers an aniline-free** option for authentic blue denim.

Furthermore, Archroma's EarthColors® technology is revolutionizing the industry with high-performance biosynthetic dyes made from natural waste like almond shells and bitter orange residues. This technology exemplifies the shift towards circularity and resource conservation. Another innovative solution is the ERIOPON® E3-SAVE, an all-in-one auxiliary for polyester processing that promises substantial savings in water, energy, and time.

In addition to these, Archroma's portfolio of fluorine-free durable water repellents caters to the growing demand for environmentally sustainable weather protection and stain resistance solutions. These advancements not only meet the functionality requirements of various brands but also align with evolving consumer expectations and regulatory changes.

In conclusion, Archroma's presence at Colombiatex de Las Américas 2024 is more than just a showcase of its products; it is a demonstration of its commitment to driving the textile

industry towards a more sustainable and innovative future. By leveraging its expertise and embracing eco-friendly practices, Archroma is setting a new standard for the industry, proving that it is possible to combine economic success with environmental stewardship.