Archroma Showcases Planet-Conscious Solutions for Denim at Bangladesh Denim Expo 2024



Archroma, a global leader in specialty chemicals with a focus on sustainable solutions, is set to showcase an extensive array of denim solutions at the Bangladesh Denim Expo 2024. This event will be held at the International Convention Center (ICCB) in Dhaka from May 6 to May 7, 2024.

With the rising demand for denim wear and increasing consumer expectations for sustainability, brands are compelled to not only offer functional and stylish denim but also to minimize environmental impacts.

“Sustainability is a paramount concern for numerous brands, reflecting the growing environmental consciousness among consumers," stated Umberto De Vita, Market Segment Director for Denim at Archroma Textile Effects. "Archroma is setting new industry standards to support denim manufacturers in their transition to low-impact solutions. Our SUPER SYSTEMS+ for Denim enables brands and mills to make informed choices, reach their sustainability goals, and meet consumer demands. Our innovations not only enhance efficiency and conserve resources during production but also ensure that our products stand out in the market."

Planet-Conscious Denim Solutions

At the expo, Archroma will present a variety of planet-conscious solutions, including DENISOL® PURE INDIGO 30, DIRESUL® EVOLUTION BLACK, EARTHCOLORS®, the latest SUPER SYSTEMS+ for Denim, and the newly introduced DENIM HALO concepts.

Visit the Archroma Team at Bangladesh Denim Expo 2024

The expo will take place on May 6 and 7, 2024, in Dhaka. at Hall 4, Booth 56.