

Archroma to show sustainability solutions at Colombiatex



Archroma, a global leader in colour and specialty chemicals towards sustainable solutions, will be presenting its innovative solutions for denim and casual wear manufacturers/brands at Colombiatex 2019, stand AM148 from January 22-24. The Archroma booth will display its Denim Book which includes 200 yarn swatches displaying multitude of colours and effects.

Responding to demands for a non-toxic alternative to the dyes that are used for the iconic and traditional indigo blue that consumers associate with denim and jeans, Archroma has launched the new Denisol range. The Denisol range is a pre-reduced liquid indigo solution that is manufactured in Archroma's award winning 'zero liquid discharge' manufacturing plant in Pakistan. Denisol Indigo 30 liq is compliant with major official eco-standards and requirements from retailers, brands and leading fashion companies and helps to produce fabrics suitable for current eco-labelling such as bluesign, GOTS and C2C, according to a press release by Archroma.

The breakthrough aniline-free Denisol Pure Indigo 30 can be used together with Archroma's dyeing auxiliaries for customised dyeing system solutions – to create cleaner denim with the purest indigo on the market.

No.254 Jan, 2019

Based on the Denim-Ox and Pad/Sizing-Ox dyeing processes, Archroma's multi-awarded Advanced Denim dyeing technology, allows savings of up to 92 per cent in water, 87 per cent in cotton waste and 30 per cent in energy, compared to a conventional denim dyeing process. The Advanced Denim dyeing technology is based on Diresul RDT blue specialties, which are a collection of vibrant, ocean-themed bright sulfur blue dyes. These unique dyes and their auxiliaries bring out the best of indigo; improve workability, dyeing consistency and process safety. Diresul RDT Ocean Blues can be combined with the Denisol Indigo range in bottoming/topping manufacturing routes – to create exciting avant-garde blue styles.

Archroma's latest black innovation, Diresul Fast Black RDT is an exclusive sulfur black dyestuff technology that is fast to chlorine and resistant to the strong oxidative agents applied on home laundry. It can be combined with Diresul Navy RDT blue specialties and Archroma fixation agents, to create denim that is dark and stays dark.

Archroma's range of formaldehyde-free resins can be used in 3D effects, resistant to chlorine washing to create wrinkle textures – for a genuine denim look without colour variation.

“At Archroma, we continuously challenge the status quo in the deep belief that we can make our industry sustainable” said John Florez, head of sales, brand & performance textile specialties, Archroma, Colombia. “We aim to offer solutions that we design in ‘The Archroma Way’—safe, efficient and enhanced, because it is our nature. That is exactly what was driving us when we decided to create the purest indigo on the market: the aniline-free Denisol Pure Indigo, or Advanced Denim as our technology based on sulfur dyes aiming at waterless dyeing.”

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