

Novozymes' Debuts Cold Bleaching Solution for Denim Fabrics



Textile enzymes producer - Novozymes' said it has launched a new superior technology - DeniLite Cold, which offers cold bleaching to denim fabric manufacturers.

Novozymes' said diverse denim looks can be achieved with the latest enzymatic innovation and working with cold water and reducing use of chemicals, the solution quickens the denim bleaching process, and secures higher quality denim.

"Our cold bleaching solution is effective at tap water temperature, while other bleaching technologies require the use of more energy or water, and in some cases more process steps, to achieve the same bleaching effect," says Ole Bill Jørgensen, Business Development Manager for Novozymes' Textile division.

The cold bleaching technology, Novozymes' said, also secures improved fabric durability due to the gentle bleaching conditions as enzymatic solutions are extremely specific, working only on the indigo dye on the fabric. Unlike harsher bleaching chemicals, using Denlite Cold, the strength and elasticity of fabric remains unchanged.

Ole Bill Jørgensen adds, "Novozymes' cold bleaching solution can achieve in-demand fashion looks. Denim processors can apply this technology to current trends and create diverse looks for brand owners very quickly.

"Even just one wash cycle using this technology can create a variety of different color tones and we believe the full fashion potential will be further explored when the technology becomes broadly available to the industry."

Almost 20 years ago, denim bleaching became safer and more sustainable with the launch of Novozymes DeniLite. Using enzymatic technology instead of harsh chemicals, the solution offered a gentle alternative for denim processing. (AR)

Provided by fibre2fashion

No. 179 January 2015