Textile Effects

Pioneering a Sustainable Textile Industry

Sustainability
Innovation
Collaboration
Huntsman Textile Effects is the leading global provider of high quality dyes and chemicals to the textile and related industries.

Sustainability, Innovation and Collaboration are at the heart of what we do.

We use cutting edge technology to develop solutions and create innovative products, with intelligent effects such as built-in freshness, sun protection or state-of-the-art dyes which reduce water and energy consumption.

All these go toward meeting the needs of our customers in supporting a more sustainable environment.

KEY FACTS AND FIGURES

- #1 global textile dyes and chemicals business
- Selling into more than 90 countries
- Serving over 10,000 direct and indirect customers worldwide
- Seven primary manufacturing facilities worldwide in six countries – China, Germany, India, Indonesia, Mexico and Thailand
- 14 operating Formulation Distribution Centers (FDCs) in 12 countries – the US, Mexico, Guatemala, Colombia, Brazil, Germany, Turkey, Pakistan, India, China, Thailand and Indonesia
- Key market segments include: Apparel, Home Textiles, Protective Fabrics, Technical Fabrics, Transportation and Carpet
We lead in addressing industry challenges with sustainable solutions meeting economic and ecological needs
Creating a sustainable textile value chain is one of the top priorities in the textile industry, which is one of the heaviest global consumers of water and energy – vast quantities are used at every stage of textile processing, especially in printing, dyeing and bleaching.

Huntsman Textile Effects is committed to helping the industry address these challenges by providing brands, retailers and textile mills with sustainable solutions that meet the economic and environmental needs of the industry and the planet.

Our solutions include smart processes and intelligent effects which ensure that less water and energy is used throughout the textile supply chain, from fiber manufacture and processing to fabric care.

We constantly strive to reduce the environmental impact of our manufacturing processes, and set targets to reduce our own energy consumption while ensuring full environmental compliance.
PRODUCT STEWARDSHIP & EHS

We identify and manage environmental, health and safety (EHS) business conduct in the following areas:

Our integrated business process allows environmental, health and safety (EHS) impact to be identified, managed and minimized at every stage of a product’s life cycle. In addition to working with mills, machine manufacturers and fiber producers, we also have a special business team dedicated to brand and retail marketing. Our dyehouse audits help brands and retailers to choose the right partner.

Some of our key achievements include:

✓ Operating plants to the ISO 14001 standard, an internationally recognized certification ensuring that we have a good environmental management system (EMS) for evaluating and managing our environmental impact

✓ Operating all our plants to the same Global EHS standards

✓ Being a founding member of bluesign® and a bluesign® system partner
Our rich heritage and continued commitment to innovation allows us to lead the change with material impact
Innovate to Differentiate

Huntsman Textile Effects drives innovation through our world class production and Research & Technology (R&T) facilities focused on meeting the needs of customers with cost effective solutions that maximize productivity and minimize environmental impact.

Our innovative dyes and chemicals which consistently produce right-first-time results help to optimize and shorten the manufacturing process, enabling customers to save costs, reduce waste and conserve water and energy.

✓ More than 1000 patents
✓ 30 innovative products yearly
✓ About 5% of sales revenue is spent on innovation
✓ 25% of products are less than 5 years old
Our expertise in textile manufacturing offers solutions and know-how in technology, process and fabric differentiation in

- Pretreatment
- Dyeing and Printing
- Finishing and Effects
Correct pretreatment is an important first step in textile production

Using the right products and processes is essential to improving the quality of the fiber for a softer handle and reducing fiber loss, thus achieving the ideal basis for dyeing and finishing. Our products and processes cover the pretreatment of all textile fibers and a wide range of fluorescent whitening agents for all major fiber types and application processes.

- Save time, water and energy
- Improve quality of fibers
- Ideal basis for dyeing and finishing
DYEING AND PRINTING

Coloration of textiles in dyeing and printing is a core competence of ours

Our innovative dyes, inks and printing auxiliaries complemented with our application know-how enable us to offer a rich gamut of colors and shades in traditional wet printing, inkjet printing and carpet printing.

- Save time, water and energy
- Full spectrum of colors
- High performance
FINISHING AND EFFECTS

High Performance, High Appeal

From antimicrobial odor protection to stain repellence to wrinkle free wear, our finishing effects enhance the quality of garments by keeping them attractive while improving their comfort and performance.

- Enhance garment quality
- Reduce environmental impact
- Add value to consumers
Designed to add value to both consumers and the entire textile processing chain

Reduced environmental impact

The High IQ® Intelligent Effects program aims to reduce the amount of energy and water required in garment care by keeping clothes fresh and new for a longer time, reducing the frequency of washing, tumble dry, ironing and dry cleaning.

Consistent quality

The program also serves as a quality assurance scheme for brands and retailers in ensuring that processing mills are licensed, thus guaranteeing consistent quality.

Delivering innovation and variety

The High IQ® Intelligent Effects consist of nine value-adding effects which can be used individually or combined to provide multiple benefits in the finished product.
**INNOVATION IN ACTION**

**AVITERA® SE**
- Revolutionary range of polyreactive dyes for cellulosic fibers and their blends
- Reduces up to 50 percent of water and energy as well as up to 20 percent salt consumption during the dyeing process
- Highest reproducibility in the shortest time for increased productivity
- Covers the entire shade gamut from the palest to the deepest and darkest shades

**PHOBOTEX®**
- Advanced range of fluorine-free hydro polymers developed to help fabrics provide rain protection and stain management
- Suitable for a wide range of textile end uses: outdoor rainwear, active wear, career wear and technical fabrics such as awnings, tarpaulins, boat covers, outdoor furnishings and shower curtains
- A complement to our existing range of PHOBOL® CP short-chain C₆ chemistry products

**Digital Inks**

We lead in Digital Inks technology with a range of inks for use with Kyocera, Seiko and Epson print heads: NOVACRON®, LANASET®, TERASIL®, LYOSPERSE® and EROFAST®.

With complete ink ranges for all textile substrates and applications, we support a wide variety of end uses in Apparel & Fashion, Swimwear, Home Textiles, Signage and Automotive.

- Vivid colors, high visibility
- Outstanding durability against heat & light
- Excellent stability, runnability and reproducibility
COLLABORATION

We lead in our partnership with key stakeholders to solve the industry’s toughest challenges
Huntsman Textile Effects continues to lead change in the textile industry with its state-of-the-art innovation and strategic alliances with companies whose products complement our existing portfolio and give us access to new markets.

Through shared expertise and collaboration with key industry stakeholders, we strive to provide integrated textile solutions with a winning edge that will add value to the consumer and drive sustainability in the textile supply chain.
TRANSFORMATIONAL PARTNERSHIPS

Joint Roadmap: Towards Zero Discharge of Hazardous Chemicals (ZDHC)

Working together with industry partners, Huntsman Textile Effects has developed a list of dyes and chemicals which do not intentionally contain any of the identified priority chemical groups under version 2 of the Joint Roadmap: Towards Zero Discharge of Hazardous Chemicals (ZDHC) and therefore can be used to supply textiles to companies that have signed up to the ‘roadmap’.

China National Textile and Apparel Council (CNTAC)

Huntsman Textile Effects has worked with CNTAC on two major initiatives targeted at improving mill productivity and efficiency in China’s textile market: the China National Color System (CNCS) based on our NOVACRON® dyes to match 900 cotton shades aimed at meeting national performance standards and the Fabrics China Swing Tag program, a co-branding hangtag assurance program built on our value-adding finishing effects.

Sustainable Apparel Coalition (SAC)

Huntsman Textile Effects is a Founding Circle Member of the SAC in leading the textile industry towards the shared vision of sustainability by building upon the industry-wide Higg Index that will enable companies to measure and evaluate the environmental and social impact of their products.
Huntsman-DuPont Collaboration

In leading the industry transition to short-chain C6 chemistry products, the Huntsman and DuPont textile alliance launched the Dual Action (repel and release) system that combines both oil and water-repellency with stain release properties into the same fabric finish, sold under the PHOBOL® CP range.

This product range complies with the U.S. Environmental Protection Agency and EU directives on Perfluorooctanoic acid (PFOA) and Perfluorooctanesulfonic acid (PFOS), OEKO-TEX 100, requirements of various brand/retail Restricted Substance Lists and meets commitments of the Zero Discharge of Hazardous Chemicals (ZDHC) joint roadmap.

DyeCoo Textile Systems: Supercritical CO₂ textile processing

Huntsman Textile Effects and DyeCoo Textile Systems have jointly developed Supercritical CO₂ textile processing technology which uses recycled carbon dioxide as the application medium, hence completely eliminating the use of water in the textile dyeing process. This technology requires innovation in dye and chemical products as the applications expand in order to obtain the high level of color fastness and performance that consumers demand.

PURE by HeiQ

Huntsman Textile Effects have a strategic business alliance with HeiQ to deliver PURE by HeiQ, a high performance silver antimicrobial which harnesses the power of silver to effectively achieve the highest odor reduction efficiency with minimal dosing. This superior technology is applicable at the finishing stage by padding (HeiQ PURE TF) on all fibers and fabric types, except wool.
Huntsman serves a variety of end markets, the largest of which is consumer related, followed by paints and coatings, insulation and other construction materials, chemicals, energy and aerospace.

We hold global leadership positions – number one or two – in many product categories, such as MDI (diphenylmethane diisocyanate), polyurethane catalysts, epoxy adhesives, epoxy powder coating systems, aerospace composites, electrical insulating materials, textile effect dyes and chemicals, polyetheramines, ethylene and propylene carbonates and maleic anhydride.

To serve these and other key industries, Huntsman has five business divisions: Performance Products, Advanced Materials, Pigments, Polyurethanes and Textile Effects.
Performance Products

Huntsman Performance Products manufactures and markets a wide range of products primarily based on amines, surfactants, carbonates and maleic anhydride. The division is a leading global producer of intermediate chemistries and technologies that add value and competitive advantage to customers worldwide.

Advanced Materials

Huntsman Advanced Materials is a leading global chemical solutions provider with a long heritage of pioneering technologically advanced epoxy, acrylic and polyurethane-based polymer products for customers requiring high-performance materials that outperform the properties, functionality and durability of traditional materials.

Pigments

Huntsman Pigments specializes in the manufacture and marketing of titanium dioxide pigments that enhance product performance by adding brightness, whiteness, durability and opacity to thousands of consumer and industrial products.

Polyurethanes

Huntsman Polyurethanes is a global leader in MDI-based polyurethanes used in an extensive range of applications and market sectors, providing key benefits of energy efficiency, comfort and well-being. Some end uses include insulation products which conserve energy in housing and commercial properties, automotive seating, furniture, bedding, footwear and adhesive products, coatings and elastomers.
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Please note that products may differ from country to country. If you have any queries, kindly contact your local Huntsman representative.