



Saving Water in the Textile Industry

AVITERA® SE, from Huntsman Textile Effects, is contributing to the sustainability of one of the earth's most precious resources – water. The product significantly reduces water and energy consumption, as well as carbon dioxide (CO₂) emissions, during the dyeing and washing-off process.

Textile-dyeing and finishing processes consume vast amounts of water – in the very parts of the world, such as China, India and Bangladesh, where it is most scarce. By 2030, the world demand for fresh water is expected to increase by 40 percent. As environmental awareness grows, so does the demand for textiles produced in more sustainable ways. Up to 26 gallons (100 liters) of water are needed to dye just two pounds (one kilogram) of cotton fabric.

AVITERA SE dyes help significantly reduce water and energy consumption and CO₂ emissions since the dyeing and the washing-off process never exceed 60 °C. With only five percent or less unfixed dye needing to be removed, instead of the usual 15 percent to 30 percent, the number of rinsing baths to obtain the required fastness properties is greatly reduced.

In the first six months after AVITERA SE was launched in October 2010, Huntsman estimates that the cotton mills using the new product have saved 32 million gallons (121 million liters) of fresh water – equivalent to 48 Olympic-size swimming pools. That water-savings potential amounts to one quart (1.3 liters) of fresh water per person per day in major Asian textile processing countries.