

HUNTSMAN

Enriching lives through innovation

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Edition 2019

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bluesign® system partners are responsibly acting parties of the textile value chain committed to applying the bluesign® system. They aim to continuously improve their environmental performance and are focused on a sustainable future.

bluesign® system partners are committed to applying the bluesign® system which unites the entire textile supply chain to jointly reduce its impact on people and the environment. The Input Stream Management ensures that bluesign® approved chemical products and raw materials are used in all steps of the manufacturing process. Substances posing risks to people and the environment are hence eliminated from the very beginning. On-site inspections verify the proper application of such chemical products and raw materials in controlled processes and ensure the responsible use of resources.

For more information visit www.bluesign.com

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Huntsman is a member of:

 ETAD (Ecological and Toxicological Association of Dyes and Organic Pigments Manufacturers)



www.huntsman.com/textile_effects

193008e – July 2019, Printed in China.

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AVITERA® SE

A Sustainable Step Change
in the Dyeing of Cotton



Sustainability
Innovation
Collaboration

AVITERA® SE Dyes Mitigating the Challenges

The first para-chloro-aniline (PCA) free* reactive dye range with unique & comprehensive value proposition

Economic

- Competitive Total Cost
 - Similar to current technology
 - High productivity (25% or more)
 - Fixed cost savings
 - Reduced effluent treatment costs
- Right First Time
- Highest level of light & wet fastness
- Full shade gamut coverage including brilliant shades and black

Customers

- Environment Benefits
 - Water and energy savings (50% or more)
- Production Benefits
 - Productivity improvement without additional investments
 - Higher fixation of dyes
 - Retained cotton quality
- Reputation
 - Positive image and increased brand equity for business sustainability

Environmental

- Compliant with legislation on restricted substances
- Fabrics dyed with AVITERA® dyes are free* from restricted arylamines, including para-chloro-aniline (PCA)
- Reduced CO₂ emission (50% or less)

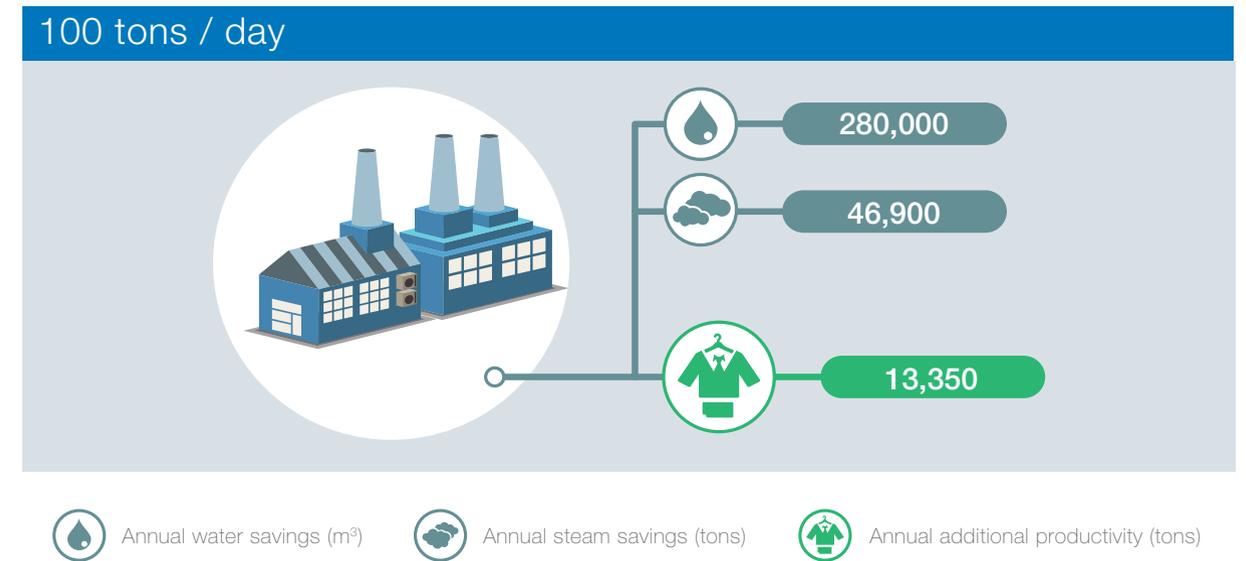


INCREASED BRAND EQUITY

* Current detection limit 5ppm

Economic Sustainability

The below image shows the indicative ANNUAL savings and additional productivity for a plant when production switches to AVITERA® SE dyes (assuming a balanced shade gamut of 20% pale, 30% medium, 30% dark, 20% extra dark shades).



A Groundbreaking Technology

AVITERA® SE Dyes: Reducing Water & Energy Consumption

