

HUNTSMAN

Enriching lives through innovation

TEXTILE CONNECTION

ISSUE 10

CONNECTING WITH OUR CUSTOMERS



HIGHLIGHTS

- INDUSTRY PERSPECTIVES
- SUSTAINABLE INNOVATION
- RECENT EVENTS
- UPCOMING EVENTS



Opportunities in the textile sector

As the new President of Huntsman Textile Effects, I'm very pleased to be taking the helm at such a crucial time for the textile industry and for Textile Effects. Our company continues to build on its strong legacy to create a sustainable business. Huntsman Textile Effects is well positioned to support you, our valued customers and partners, through the challenges and opportunities.

Globally, demand for textiles will be fuelled by economic growth and rising demand with a rising middle class in emerging markets. Despite this, we know that our business environment continues to be volatile. Asia will remain the global epicenter of textile manufacturing with stricter environmental enforcement across the entire industry.

Our industry is striving to create cleaner and more transparent supply chains to meet regulations and consumer demands. Brands have tighter delivery schedules and cost efficiency targets, and they require textiles that combine excellent performance and aesthetics in equal measure to meet the latest trend and demands across end use markets in apparel, home and functional textiles.

Huntsman Textile Effects' focus is to help you take advantage of changing consumer preferences for textiles and the demand for performance effects on textiles. We have the most comprehensive range of products and services that deliver on performance and end use requirements.

To help you succeed, we're putting you at the heart of Textile Effects. We're focusing on customer solutions by emphasizing the three pillars on which our business is built: sustainability in economic and environmental initiatives, innovation in products and collaboration with mills, brands and other key industry stakeholders throughout the value chain. At Huntsman Textile Effects, we are committed to your future success.

I look forward to engaging with our valued customers, brand partners and other key stakeholders.

Rohit Aggarwal
President
Huntsman Textile Effects

Transitioning Durable Water Repellents (DWR) to a more sustainable future



Non-fluorinated durable water repellent range

The debate about the use of PFC's (Perfluorinated Chemicals) in the industry continues unabated. This is driven in part by pressure from NGOs such as Greenpeace and proposed stricter environmental legislation for the presence of Perfluorooctanoic Acid (PFOA) on fabrics which has prompted many outdoor brands to shift to short-chain (C6) and non-fluorinated (PFC-free) alternatives.

More recently we have seen a series of new reports published by Greenpeace since the 'Chemistry for any weather' report published in 2012 and the target is clear. A complete transition away from the use of PFC chemistry, especially in the outdoor industry is demanded.

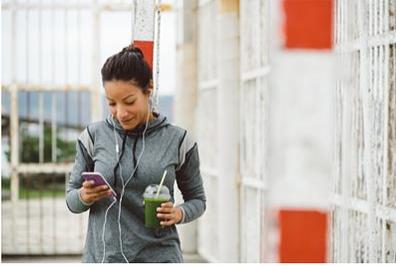
This unprecedented transition brings with it a unique set of challenges particularly for textile processors. Navigating through the complexity of alternative chemistries on offer and understanding the impact on the performance achievable while meeting end-users' performance demands and environmental requirements are indeed a major challenge.

Today Huntsman Textile Effects leads the industry transition to non-fluorinated alternatives that meet stringent environment, health and safety standards. We continue to respond to consumer needs for high performance durable water repellency and stain protection by offering the most comprehensive range of products available. We recently extended our market-leading range of PHOBOTEX® non-fluorinated DWR products with the introduction of PHOBOTEX® RCO water repellent finish specifically developed with an enhanced environmental profile for use on cellulosic and cellulosic-based materials.

In addition to the recent launch of our High IQ® Repel branding program, Huntsman Textile Effects has combined its innovative DWR finishes with unparalleled technical support and application know-how to support the industry with this transition while offering brands, retailers and mills a way to communicate high-performance rain- and stain-resistant effects that satisfy increasingly demanding consumers without compromising environmental sustainability. Our HIGH IQ® Repel program leverages decades of technical innovation and production expertise, and is based on the most comprehensive range of durable water repellents. Developed with the consumer in mind, these finishes are customized to deliver protection for different end-use categories: everyday apparel, outdoor clothing, and extreme sportswear.

For more information visit www.high-IQ.com.

For more information, please contact [Lee Howarth](#)



Non-Fluorinated Durable Water Repellent Range

PHOBOTEX® RCO

Bringing high water repellency to cellulosic and cellulosic-based fabrics, PHOBOTEX® RCO finish provides durable eco-friendly protection against everyday stains and is ideal for casual wear, athleisure wear and school wear. PHOBOTEX® RCO finishing also contributes to mill efficiency, with good running properties that help ensure smooth production. PHOBOTEX® RCO is an environment-friendly non-fluorinated solution that does not contain any formaldehyde or blocked isocyanates.

For more information, please contact [Lee Howarth](#)



Chemically compatible with Kyocera print heads

NOVACRON® JET BLACK XKS HD

NOVACRON® JET Black XKS HD is a new reactive black for superior deepness and performance on Kyocera printers for the China market. It has been created to deliver superior shade depth, minimize ink consumption and provide impeccable jetting performance. The ink is fully compatible with all Kyocera printers, both scanning and single-pass, and ensures outstanding coloristic performance, minimal maintenance, best performance on all jetting parameters and the deepest full black with Kyocera print heads.

For more information, please contact [Sergio Prenna](#)



A universal water repellent that meets all industry compliance requirements

PHOBOL® NB-WJ

PHOBOL® NB-WJ meets demands for water-repellent products with sustainable C6 technology and delivers on performance. An innovative and universal water repellent that meets all industry compliance requirements, PHOBOL® NB-WJ is a solution for technical textiles such as tents, luggage, umbrellas and woven outdoor fabrics.

For more information, please contact [Oliver Gerlach](#)

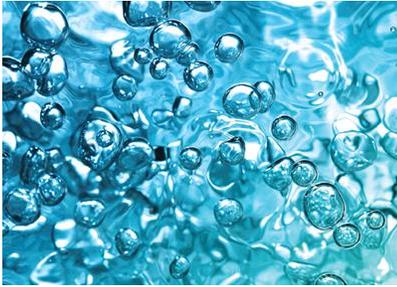


Setting a new shade standard for royal blues

TERASIL® Royal Blue WW

Royal blue shades are very popular for sportswear and TERASIL® ROYAL BLUE WW 's unique shade allows you to achieve brighter and deeper royal blues. It also delivers superior wash fastness levels.

For more information, please contact [Martin Weber](#)



Salt-free catalase enzyme that eliminates residual peroxide

INVAZYME® CAT-SF

INVAZYME® CAT-SF is a salt-free catalase for the enzymatic elimination of residual peroxide after bleaching and prior to dyeing with dyestuffs sensitive to oxidation. It has a broad application spectrum making it stable and active from pH 3 to 10 and from room temperature to 65°C.

For more information, please contact [Bruno Terrier](#)

RECENT EVENTS



Huntsman booth at the recent Outdoor show in Germany

Outdoor Show, Friedrichschafen, Germany

Huntsman Textile Effects participated at the recent Outdoor show in Germany showcasing its comprehensive product range of intelligent finishing products for Durable Water Repellence (DWR). Huntsman welcomed many existing and new customers who were interested to find out more about our range of products.



Customer event in Japan

Durable Water Repellent (DWR) customer events

Together with Chemours, Huntsman Textile Effects participated in customer seminars to discuss the challenges of the transition of DWR technologies and to introduce the latest innovation, Zelan™ R3, a non-fluorinated durable water repellent based on renewable sources. The events which were held in Japan and China, were well-attended by customers and generated discussions around product offerings for this growing market segment.



Huntsman participated in the recent SGIA Expo in Las Vegas

SGIA Expo, Las Vegas, USA

Huntsman Textile Effects showcased its complete range of digital inks and solutions for the North American market, including our TERASIL® XKS, NOVACRON® XKS HD and LANASET® XKS inks which are generating interest across a variety of market segments.

UPCOMING EVENTS



Shanghai, China. 21-25 October 2016
www.itmaasia.com | www.citme.com.cn



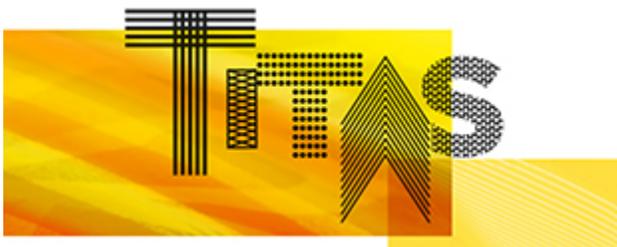
ITMA Asia, Shanghai, China

We will be participating in the upcoming ITMA Asia showcasing our dyes, chemicals and digital inks offering. We look forward to welcoming you at our booth in **Hall 5** and booth **D30** where you can find out more about our innovative reactive and disperse dyes, digital ink solutions and non-fluorinated durable water repellents.



Cinte Tectextile, Shanghai, China

Visit Huntsman Textile Effects at the upcoming Cinte Tectextile show at **Booth E7D06** where we will be promoting our recently launched High IQ® Repel non-fluorinated durable water repellents and our innovative technology for technical textiles and nonwovens.



TITAS, Taipei, Taiwan

Visit Huntsman Textile Effects at TITAS in October where we will host a technical seminar focusing on disperse dyes and non-fluorinated durable water repellents. In addition to the seminar, Huntsman Textile Effects will display its High IQ® Repel range at **booth N931A**.

Editor: Christina Koh, Global Communications Director Textile Effects Division

Contributors: Monique Mathieu, Douglas Lee, Elin Lim

Design & Graphics: Wobby Tiang

If you have any questions or suggestions, please contact:

christina_koh@huntsman.com

Huntsman (Singapore) Pte Ltd

Textile Effects Division

152 Beach Road, #29-00 Gateway East, Singapore 189721

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