

HUNTSMAN

Enriching lives through innovation

TEXTILE CONNECTION

ISSUE 11

CONNECTING WITH OUR CUSTOMERS



HIGHLIGHTS

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FROM THE PRESIDENT'S DESK



Ready to support your success

As our industry becomes ever more competitive, Huntsman Textile Effects remains dedicated to helping you address the twin challenge of economic and environmental sustainability.

We understand that you need to respond quickly to your customers, offer value, and demonstrate that you operate in full compliance, safe for people and the planet. In a sluggish global economy, with customers and regulators demanding more of you than ever before, this is no time to go it alone. Our promise is that you can count on Huntsman Textile Effects.

To support you, we will continue to invest in research and innovation. Last year saw us extend our award-winning AVITERA® dye range, introduce the High IQ® Repel brand assurance scheme for intelligent durable water repellents, and launch new digital inks, such as the NOVACRON® Jet Black. This year will bring new developments in our broad range of sustainable solutions.

To understand you better, we will continue to listen and learn. For example, to serve you with greater speed and flexibility, we have now upgraded our distribution center and moved it from Thailand to Singapore to take advantage of the city's fast and efficient connections. We have reorganized our regional teams in order to bring decision-making closer to you and to improve our cross-functional capabilities. Our aim is to be even more responsive and agile.

All of these product innovations and operational improvements grow out of our commitment to working in partnership with you to help you overcome your challenges and become more competitive.

Huntsman Textile Effects is very proud of the achievements of all of our customers. We hope you enjoy many successes in the year ahead, and we look forward to celebrating them with you.

Rohit Aggarwal

President

Huntsman Textile Effects



Outdoor apparel continues to be a bright spot for the global apparel sector, but a changing consumer base, tighter competition and ongoing economic and trade uncertainty cannot be ignored.

Chuck Hirsch, VP, Commercial and Technical Resources

Playing to win in outdoor apparel

While global economic uncertainty dampens demand in the wider apparel sector, the market for outdoor apparel looks set to continue to grow this year.

New consumers are coming to the market as health awareness and disposable incomes rise around the world. In the developing world in particular, young people are embracing more active lifestyles. China will be a key market in this regard, with government efforts to boost grassroots participation in sports helping to create demand for sporting apparel.

Today's outdoor consumer is likely to engage in a variety of activities, with a need for versatile clothing that takes them from a class at the gym and on to a social meeting with friends.

For the outdoor apparel industry, this means creating garments that perform well and look and feel good. And with a multitude of brands competing in the sector, consumers have more choice at more price points than ever before.

Today's sportswear consumers demand clothing with rain-, stain- and soil-resistant effects and anti-bacterial and anti-odor properties. They want clothing to keep them cool, to protect them from the sun, and to help them perform at their best. Fabrics must also be comfortable and long lasting – breathable and soft to the touch, with colors that stay true and won't fade with frequent washing or exposure to the sun or pool chemicals.

With ties to living a green and healthy lifestyle, sustainability is a massive part of this sector. To satisfy consumers, brands demand fluorine-free finishes that meet the requirements of bluesign® and the ZDHC Roadmap, are suitable for OEKO-TEX® Standard 100 and their own Restricted Substances Lists. We are also now seeing more stringent expectations for water usage. The ZDHC Wastewater Guidelines released late last year will help our industry improve water quality by providing a harmonized set of wastewater parameters, test methods and limit values.

Meeting these heightened environmental expectations requires continuous investment in innovation and technology. At Huntsman Textile Effects, we're working to extend our product range – from our AVITERA® dyes to digital inks, High IQ® effects, and beyond – and to share

our application know-how. A number of global brands are already adopting our sustainable products in their range. In the coming year, we expect to see more leading brands in the sports and leisure sector investing even more in sustainability.

What is less clear is how the coming year will affect textile industry supply chains and prices. As an industry, improving our competitiveness and transparency is our best defense.

SUSTAINABLE INNOVATION



ALBAFIX® RUB

ALBAFIX® RUB is an advanced wet rub fastness improver for cellulose and blends providing enhanced fastness properties previously unattainable without the use of harmful chemistry and negative influence on the fabrics' natural aesthetics. It improves the wet rubbing fastness of dyeings and prints with reactive dyes on cellulosic fibers. It is formaldehyde-, dimethylformamide-, butanone oxime-free and free of any solvents.

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



ERIONAL® EFR

ERIONAL® EFR is an after-treatment agent for dyed and printed fabrics made of polyamide fibers and microfiber in exhaust and continuous application. It is also a superior reserving agent for use in dyeing polyamide/cellulose, wool/cellulose and polyamide/wool blends. ERIONAL® EFR complements Huntsman Textile Effects' current product offering by adding the capability to achieve maximum improvement and permanency of wash and wet fastness properties.

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



ERIOPON® LAN

ERIOPON® LAN is a specialty gentle after-clearing agent developed to allow after-treatment at neutral pH for wool and superwash-wool dyed with LANASOL® dyes. This new process gently removes residual unfixed dye to improve fastness properties and helps improve the quality of the wool through reduced damage. ERIOPON® LAN achieves perfect wet fastness even for serious processing like potting and cross dyeing, overcoming limitations such as rubbing fastness and lower yield after combing and spinning.

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



ERIOFAST® Red WF

ERIOFAST® Red WF offers outstanding wet fastness properties and optimum performance in chlorinated pool water without additional fastness improvers. It is 20% stronger than ERIOFAST® Red 2B and is recommended for deep intensive shades only. ERIOFAST® Red 2B remains as the main recommendation for medium shades and as a real trichromatic dye because of its high light fastness.

For more information, please contact Franz Gruener



TERATOP® RED HL-S-01 150%

TERATOP® RED HL-S-01 150% is the latest addition to Huntsman Textile Effects' TERATOP® HL disperse dye range. It delivers exceptional color strength, meets the industry's high light fastness standards and is three times stronger compared to other light fast reds available today. TERATOP® RED HL-S-01 150% replaces TERATOP® Red HL-S and TERATOP® Red HLA-G for light fast reds. It is recommended for exhaust dyeing as well as thermosol dyeing of seat belts.

For more information, please contact Martin Weber

UPCOMING EVENTS

Techtextil, Frankfurt, Germany

techtextil

Huntsman Textile Effects will participate in the upcoming Techtextil in **Hall 3.0** and **booth D48** from 9-12 May in Frankfurt am Main. We will promote our comprehensive range of dyes and chemicals, including AVITERA®, NOVACRON® and ERIOFAST® dyes range, as well as High IQ®, our wide range of water repellent products and PYROVATEX® flame retardant.



TPF2017 Digital Printing exhibition, Shanghai, China

Huntsman Textile Effects will be featuring its complete range of digital inks and innovative solutions at TPF in **Hall N4, Stand H10**, 19-21 April at the Shanghai New International Expo Center. Feature products include NOVACRON® JET Black XKS HD, NOVACRON® XKS HD, NOVACRON® LV and LANASET® XKS inks.



Performance Days, Munich, Germany

Huntsman Textile Effects will be present at the upcoming Performance Days show in Munich, 26-27 April, at **booth 608** where we will be feature High IQ® Repel non-fluorinated durable water repellents. The show will be held at MTC World of Fashion in Munich.



China Interdye, Shanghai, China

This April, Huntsman Textile Effects will showcase its comprehensive product range of dyes, chemicals and digital inks at China Interdye in **Hall 1, Booth A221** at the Shanghai World Expo Exhibition & Convention Center.

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