



Chemours Launches Teflon EcoElite™ Renewably Sourced Repellent

*Breakthrough New Technology Delivers Performance and Contains
63 Percent Renewably Sourced Raw Material*

WILMINGTON, Del., August 5, 2015 — Chemours today announced the launch of the Teflon EcoElite™ finish for textiles, which is the first renewably sourced, non-fluorinated fabric treatment for durable water repellency. This breakthrough new technology from Chemours sets a new standard in the industry to deliver the performance and sustainability characteristics that brands and consumers are asking for.

Teflon EcoElite™ is up to three times more durable than existing non-fluorinated repellents, delivering excellent performance every wash, year after year. Teflon EcoElite™ contains 63 percent renewably sourced raw material derived from plant-based sources that are non-genetically modified and non-food-source feedstock materials.

“Teflon EcoElite™ helps garments look newer longer, with excellent water repellency that performs out to 30 washes,” said Lisa Hardy, North America Manager, Teflon™ textile finishes, Chemours. “While this is a renewably sourced option, we’ve achieved high repellency and maintained fabric breathability, making garments comfortable with the added benefit of easy care.”

Teflon EcoElite™ is suitable for use on a wide range of fabrics including cottons, synthetics and blends and offers water-based stain repellency that is effective against liquids including milk, coffee, red wine and tea. In addition, the technology allows fabrics to dry faster.

Consumer research in the United States, Europe and China has shown that consumers value the Teflon EcoElite™ brand, performance and renewability, and that they are willing to pay up to 7 percent more for outerwear that features Teflon EcoElite™ as compared to other branded non-fluorinated products. It also indicates that they will pay at least 17 percent more than they would pay for generic water repellent products.

The Teflon EcoElite™ finish is achieved using Zelan™ R3 finish sold by Huntsman. This latest development continues the 25-year alliance of Chemours and Huntsman and reinforces the companies’ joint commitment to innovation that accelerates the textile industry’s drive for greater sustainability.

To learn more about Teflon EcoElite™, visit www.teflon.com/EcoElite or stop by the Summer Outdoor Retailer Show booth 155-402.

About The Chemours Company

The Chemours Company helps create a colorful, capable and cleaner world through the power of chemistry. Chemours is a global leader in titanium technologies, fluoroproducts and chemical solutions, providing its customers with solutions in a wide range of industries with market-defining products, application expertise, and chemistry-based innovations. Chemours ingredients are found in plastics and coatings, refrigeration and air conditioning, mining and oil refining operations and general industrial manufacturing.

Our flagship products include prominent brands such as Teflon™, Ti-Pure™, Krytox™, Viton™, Opteon™ and Nafion™. Chemours has approximately 9,000 employees across 37 manufacturing sites serving more than 5,000 customers in North America, Latin America, Asia-Pacific and Europe. Chemours is headquartered in Wilmington, Delaware and is listed on the NYSE under the symbol CC. For more information, please visit chemours.com or follow Chemours on Twitter at @chemours.

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