Textile Connection

Creating Value Through Differentiation

HIGHLIGHTS

June 2015

PRESIDENT'S MESSAGE

SUSTAINABLE INNOVATION

COLLABORATION IN ACTION

INDUSTRY EVENTS
Creating Value Through Differentiation

In today’s tougher global business environment, successful textile mills don’t just rely on product quality and performance to stand out. They leverage their environmental credentials and economic competitiveness as well.

Textile mills worldwide are under more pressure to attract international buyers as brands and consumers become more demanding and discerning.

As a minimum, mills today must offer safe, sustainable and cost-competitive textiles that also deliver long-lasting quality and performance.

Economic and environmental trends are making this even more of a challenge. The price of raw materials, packaging, transport, energy and labor have all increased sharply in the past few years. So, too, has the cost that mills must bear to meet stricter environmental standards. Many countries have strengthened their regulatory regimes, while brands and retailers are upping their oversight of the supply chain, demanding more frequent audits, more due diligence testing and extra reporting.

What mills need now are ways to immediately make sizeable improvements in products and production without substantial investment in new plant or equipment.

The AVITERA® reactive dyes are one of our most dramatic advances in this regard. With the release of AVITERA® Black SE, the range now offers PCA-free dyes across the entire shade gamut and color spectrum. We are also making great strides in durable water repellents that meet stringent safety and environmental standards, with PHOBOL® CP-CR and ZELAN® R3 now launched.

Our Productivity Improvement Program (PIP) is another powerful tool that mills can use to reduce costs, increase output and enhance right-first-time performance using existing plant. Implemented around the world, the PIP includes audit and consultancy services that focus on equipping mills to win lucrative contracts with the world’s best brands and retailers.

Looking ahead, the challenges are escalating. Can your mill meet today’s stringent regulatory requirements – and anticipate and prepare for future regulations? Do you have workable solutions to the challenges posed by your customers’ Restricted Substances Lists? Do you have access to day-to-day chemical management support and ongoing innovation that helps you deliver higher value products?

As a technology leader and a sustainability pioneer, Huntsman is committed to helping textile mills address these tough challenges. Time and again, we have proven that it is possible to be both compliant and competitive. We know there is still a long way to go as environmental groups and the global public continue to call for a greener, cleaner and more socially responsible clothing industry. Like you, we are here for the long haul.

Paul Hulme
President
Huntsman Textile Effects
With several significant new dyes, chemicals and digital inks already released this year, Huntsman Textile Effects (HTE) is redefining economic and environmental sustainability for textile mills.

“HTE invests in innovative new chemistries that meet the needs of the industry and end-users. Our latest breakthroughs help mills differentiate their products in a global marketplace that demands cost efficiency and a transparent supply chain. What makes our innovations stand out is our focus on mill sustainability. Our solutions minimize processing costs and increase productivity without capital investment.”
Jay Naidu, Global Vice President, Strategic Marketing and Planning, HTE

**AVITERA® Black SE**  
**Productivity enhancing, PCA-free* black dye**

The latest addition to the AVITERA® range, AVITERA® Black SE is free* from restricted arylamines (including p-chloroaniline (PCA)). It delivers deep-black and medium-to-deep grey shades with excellent light- and chlorine-fastness, while complying with tougher environmental legislation and the Restricted Substance Lists of global brands.

This new reactive black dye is a significant breakthrough for mill competitiveness. It helps mills achieve water and energy savings of up to 50% and reduce carbon dioxide emissions by 50% or more.

With low-temperature high-speed wash off, AVITERA® Black SE dramatically reduces processing time to boost production by 25% or more compared to conventional blacks.

* Current detection limit 5ppm

**PHOBOL® CP-CR**  
**New C6 benchmark for chemical protection**

An exciting addition to the PHOBOL® range, PHOBOL® CP-CR sets a new benchmark for sustainable, high-performance fluorochemical (FC) fabric finishing based on short-chain (C6) chemistry. It complies with stringent industry standards, brand requirements and meets industrial norms for protective clothing.

PHOBOL® CP-CR provides outstanding protection against the toughest liquid chemicals, including O-xylene, Butanol and Isooctane/Toluene. It can be applied to all relevant fabric types, including aramid, cotton, synthetics and their blends. Furthermore, PHOBOL® CP-CR delivers chemical repel performance and wash durability comparable to C8 levels. It can be used with PHOBOL® EXTENDER XAN to boost performance when required.
ZELAN® R3

Renewably sourced, non-fluorinated, durable water repellent

ZELAN® R3 is the industry’s first sustainable, non-fluorinated water-repellent finish. Based on new technology created by Huntsman Textile Effects and Chemours, a DuPont subsidiary, it effectively repels water and common water-based liquids and contains 63% renewably sourced content.

As the only renewably sourced water repellent treatment available today, ZELAN® R3 allows mills and brands to offer consumers durable water-repellent fabrics with an assurance of environmental sustainability. The new finish performs well on a variety of fabrics, including cotton, synthetics and blends. In addition, ZELAN® R3 is up to three times more durable than existing non-fluorinated repellents, delivering high-performance repellency comparable to existing fluorinated repellent products.

NOVACRON® XKS HD

Intense shades and savings for industrial ink jet printing

NOVACRON® XKS HD reactive inks deliver deep and very deep shades with optimum ink jet print performance. Less ink is required to achieve the full effect of digital designs with vivid colors and outstanding color-fastness.

Ideal for industrial digital printing of apparel and home textiles, the NOVACRON® XKS HD inks offer eight high-density colors. The inks are Kyocera-tested and compatible with commonly used Kyocera high-speed printer heads. They can be used in conjunction with the PREPAJET UNI pre-treatment, to prevent ink migration for design definition and vibrant color on the fabric surface.

PIP helps mills boost productivity

To remain internationally competitive today, textile mills and garment factories must operate efficiently. Many are relying on Huntsman Textile Effects for expert support. HTE’s Productivity Improvement Program (PIP) includes a full operational audit and recommendations on improving productivity and profitability. Practical support, including technical training, is offered as mills streamline operations and processes.

Implemented in many mills around the world, the PIP has reduced water consumption by as much as 50% and energy consumption by 30% while increasing output by 30% and more, using existing plants. Critically, PIP has also successfully improved right-first-time performance by 95%.

“As industry leaders focus on raising standards to maximize productivity and profit without compromising the environment, even more growth is possible for our sector. HTE is pleased to support our partners and help them strengthen their capabilities in high-quality textile production.”

Paul Hulme, President, HTE
Among the leading mills currently implementing PIP are Daechun of Korea, Queen South of Bangladesh and PanKo VINA of Vietnam. In each case, PIP is helping the mill enhance its competitiveness and contribute to a more environmentally sustainable global textile supply chain.

**Daechun differentiates through best practice**

Leading Korean textile exporter Daechun specializing in digital printing on fabrics is working closely with HTE to deepen its commitment to sustainability. The mill has already adopted state-of-the-art technologies to improve efficiency, including NOVACRON® reactive inks and the CLARITE® ONE all-in-one pretreatment for peroxide bleaching.

It is now further enhancing its chemical management capabilities with HTE’s support. Specifically, Daechun will optimize its chemical management processes and set up a waste print paste system at its textile mill in Gyeonggi Province. HTE will also support Daechun product development and testing.

“As a major producer of high-quality textiles for global markets, we continuously develop new products and look for new ways to meet the highest environmental standards. Our investments in digital printing technology and our commitment to organic materials and eco-friendly inks and dyes illustrate our approach. With HTE as our innovation partner, we are now going even further in adopting sustainability best practice to achieve an even cleaner supply chain.”

D.K. Kim, President, Daechun Co. Ltd

**Queen South promotes sustainability**

Bangladesh’s Queen South Textile Mills specializing in the dyeing of knitwear is collaborating with HTE as it renews its emphasis on environmental and economic sustainability. An early adopter of the market-leading AVITERA® SE dyes, Queen South is keen to remain among the first to adopt new sustainable innovations.

HTE will help Queen South maintain its leading edge while continuing to comply with stringent requirements of customers around the world. It will also support the company to optimize processes at its Dhaka textile mill, providing technical support and staff training.

“Our cooperation with HTE recognizes the value of the innovative technologies it can offer and is part of our strategy to achieve long-term sustainability for our business. The tie-up with Huntsman will help give us a competitive edge as we differentiate Queen South in today’s dynamic business environment.”

Jamie Wong, CEO, Queen South Textile Mills
PanKo VINA continues productivity drive

Vietnam’s global knitwear supplier PanKo VINA Corporation is cooperating with HTE to reinforce its growth as a sustainable export business. The two partners will focus on improving the productivity and profitability of the PanKo VINA textile mill in Binh Duong Province. The plant has already adopted new technologies such as the AVITERA® SE and TERASIL® dyes to save energy and water.

It is now seeking to optimize and standardize its processes and work practices to gain maximum benefit from these advanced systems and further improve yield and product quality.

“As a major producer of knitwear for world markets, PanKo VINA is focused on providing high-quality products in compliance with the most stringent industry standards and in accordance with sustainable best practices. With HTE as our innovation partner, we look forward to strengthening our position as a preferred partner of key brand retailers around the world.”

Heun Tae Kim, President, PanKo VINA Corporation

HTE Mumbai laboratory achieves industry-first testing accreditation

The new Huntsman Textile Effects Technical Resource Center in Mumbai, India has earned ISO/IEC 17025 accreditation for its precise and accurate chemical testing.

ISO/IEC 17025 is the most important standard for calibration and testing laboratories worldwide. Awarded to HTE by India’s National Accreditation Board for Testing and Calibration Laboratories, the accreditation assures customers that the HTE laboratory can provide product testing to the same high standard as a commercial laboratory. Using the Mumbai facility for testing will provide a quicker and more cost-effective way for textile mills to show their customers that their products and processes meet the strict functional and sustainability requirements of brands and retailers in India and overseas.

“We believe our Mumbai laboratory is the first in the industry in India to achieve this important accreditation. It underscores our leadership in the region and provides our customers with an assurance that they can confidently use our products to meet the expectations of brands and retailers worldwide.”

Satin Raina, Senior Technical Resource Manager, South Asia/Middle East, Turkey and Africa, HTE

Opened in 2014 as part of the new corporate office for the India subcontinent, the state-of-the-art HTE Mumbai laboratory and research facility has more than 100 technical staff.
HTE commits to Vietnam’s textile industry

To drive sustainable growth for the textile industry in Vietnam, Huntsman Textile Effects hosted a customer seminar in Ho Chi Minh City on May 6, 2015. More than 100 participants from mills and brands from the region attended the event to engage in discussion on recent developments at Huntsman Textile Effects.

Paul Hulme, HTE President, and Chuck Hirsch, Vice President for Commercial & Technical Resources hosted the seminar and a media briefing in Vietnam. At the seminar, HTE’s product innovations, such as AVITERA® SE dyes, fluorine-free PHOBOTEX® for rain and stain management and the latest in digital inks were showcased.

HTE also announced its recent investment in a bonded warehouse near Ho Chi Minh City to better support customers and their anticipated growth in Vietnam when free trade agreements like the Trans-Pacific Partnership are agreed upon and formalized.

The new facility will provide shorter order lead times and a quicker response to ad hoc deliveries for customers. Located in the inland container depot (ICD) at Long Binh, the warehouse is scalable to meet industry demand and will be fully operational in June.

Huntsman Baroda wins coveted CSR award

Huntsman Baroda was recently honored for the “Best CSR Project in Education” at the 2014 IndiaCSR Community Initiative Awards. The annual awards recognize the most admired Corporate Social Responsibility (CSR) initiatives in India.

The high-profile award was given to Huntsman Baroda for its ‘Anandi: Towards Joyful Learning’ initiative. The Anandi program mobilizes staff volunteers and company funding in support of community projects focused on education and health.

“Education is an important tool – a tool that can lift communities out of poverty, illness and other socially pertinent issues. Through Anandi, we want to go beyond CSR and lay the foundation for best practices and models in education that can be replicated nationally.”

Sneha Roy, Head of CSR, Huntsman Baroda

Since its launch in 2011, Anandi has directly benefited approximately 2,000 school children and more than 200 adolescents from rural communities in Gujarat. More than 30 workers from 16 pre-school centers have attended teacher training workshops and received teaching materials. Four primary schools and one high school have also participated in the Anandi program.
The Global Textile and Apparel Supply Chain Conference (TASCC) is a high-profile annual event organized by China National Textile and Apparel Council (CNTAC). This year’s conference, held from 20-21 May, explored the integration of the fashion industry supply chain as a driver for growth. More than 200 invited business leaders, academics and industry experts attended.

Jay Naidu, VP, Strategic Marketing and Planning, HTE, presenting our multi-faceted Sustainability, Innovation & Collaboration approach in tackling industry challenges

For the sixth year in a row, Huntsman Textile Effects served as an exclusive sponsor of the event. In addition, we were once again accorded the ‘Special Contribution Award’ for our ongoing active collaboration with CNTAC.

Jay Naidu, HTE Global Vice President of Strategic Marketing and Planning, delivered a well-received speech at the main conference on ‘Driving Sustainable Growth in China’s Textile Industry’. He spoke on the challenges surrounding the China textile industry and outlined the importance of collaboration and HTE’s multi-faceted approach that can help mills and brands mitigate such challenges.

HTE also organized an exclusive customer breakout seminar which saw up to 80 customers in attendance. The seminar consisted of presentations by our technical resource specialists on environmental and economic benefits of the groundbreaking AVITERA® SE dyes range as well as our rain and stain management solutions PHOBOL® and PHOBOTEX® which support the industry’s transition to short-chain C6 chemistry and non-fluorine alternatives.

The session closed with a lively Q&A session where customers voiced their current production challenges, presenting new opportunities for our associates to promote our products.
84th IWTO Congress (Zhangjiagang, China)

As the only global meeting of all stakeholders in the value chain of wool production, the International Wool Textile Organization (IWTO) took its annual Congress to Zhangjiagang from 18-20 May 2015 and was attended by 400 industry professionals this year. Huntsman Textile Effects’ continued sponsorship and participation as the only dye and chemical supplier at this event attests to our status as the leading innovator in wool solutions.

At the Wool Innovations and Technology Forum, Franz Gruener, Global Industry Expert from HTE presented on the demands of the growing Merino active wear market. He discussed the technical aspects of processing Merino Wool from pretreatment and dyeing through to providing further functionality with advanced finishing technologies. This was followed by a coffee table discussion co-hosted by HTE and other leading industry figures, covering new technologies and innovations in sustainable practices for wool.

The sessions garnered very positive feedback, generating high interest in our products such as LANASOL® CE dyes, an alternative to traditional chrome dyes for wool, together with our finishing effects such as DICRYLAN® SD, a technological breakthrough in achieving unparalleled color depths on all fibers and Everglide™, a technology designed to reduce friction between textile and skin.

Techtextil 2015 (Frankfurt, Germany)

Techtextil is the leading international trade fair for the technical textiles and nonwovens industry. Held in Germany from 4-7 May in parallel with Texprocess, the event again proved to be a global center of innovation for high-tech fabrics, smart textiles and processing technologies. Around 42,000 visitors from 116 countries attended the two events this year, along with 1,662 exhibitors from 54 countries.

As a complete solution provider of dyes and chemicals for technical textiles, Huntsman Textile Effects presented services related to coloration and function differentiation as well as its latest product innovations. PHOBOL®, PHOBOTEX®, PYROVATEX® and DICRYLAN® FR Coatings were featured, along with TERATOP® Blacks and High Performance UV dyes.
China InterDye 2015 (Shanghai, China)

China InterDye is one of the largest specialist exhibitions in the global dyes and chemicals industry. Held for the 15th year in 2015, China InterDye, held from 15-17 April, was organized by key industrial and government organizations, including the China Dyestuff Industry Association, the China Dyeing and Printing Association and the Shanghai Sub-Council of China Council for the Promotion of International Trade.

Huntsman Textile Effects had a strong presence at the exhibition, with an eye-catching booth that attracted a steady stream of industry visitors. HTE’s expertise in rain and stain management, digital inks and other textile effects proved to be a draw for customers and media.

Join Huntsman Textile Effects at booth number W5B02, Hall W5, Shanghaitex 2015 as we showcase our range of digital inks for a wide variety of textile applications and end-uses in Apparel & Fashion, Swimwear, Home Textiles and Automotive!

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