

## PRESIDENT'S MESSAGE

### Staying the Course

*Persistence and passion are the keys to navigating the challenging landscape of today's textile industry, where continuous improvement is the name of the game.*

Today's textile industry is more challenging than ever. Mills all around the world are now facing stricter environmental and health and safety regulations, rising costs, shifting markets and an evermore demanding customer base.

As the textile sector's largest supplier of dyes and chemicals, Huntsman Textile Effects has also had to meet these challenges head on. Over the past few years, we have reorganized on a global scale and made the conscious decision to invest more in innovation and to emphasize sustainability in all of our processes, practices and products. We understand the necessity of continuous improvement and we have an unshakeable commitment to collaboration and long-term leadership.

Our track record in Atotonilquillo, Mexico, is a case in point.

For 50 years, Atoto has been home to a state-of-the-art Huntsman manufacturing facility. The only dye and chemical synthesis plant in the Americas, it produces innovative products and is a vital link in the global textile value chain. Atoto also sets new standards for sustainable manufacturing. It has operated one of the region's most advanced Effluent Treatment Plants since 1976, and it is a health and safety leader that shares its knowledge with local organizations and community groups.

Visiting Huntsman Atoto recently to celebrate its 50<sup>th</sup> anniversary, I was reminded of the enduring value of partnership in our industry. It has long been important to Huntsman that we work with people who share our passion for reducing the textile industry's environmental impact while preserving its economic contribution as an employer and a driver of exports.

At Atoto, this means collaborating with local government and community groups, as well as customers, partners and industry associations. This commitment requires continuous investment in the Atoto plant and people. It also demands that we preserve the environment and conserve water while we work to make Atoto a zero liquid discharge facility in the future.

Persistence and passion are our watchwords at Atoto and in all of our operations worldwide. This is how we will continue to support you to be more competitive and compliant, and how, together, we can help our communities and our industry to thrive.

Paul Hulme  
President  
Huntsman Textile Effects

## SUSTAINABLE INNOVATION

### HTE and Pantone launch new dye formulations

Huntsman Textile Effects has introduced 210 new dye formulations for textiles with color development from Pantone. The collaboration with the global authority on color aims to help the textile industry more efficiently produce eco-friendly fashion, home furnishings and interior design products.

Based on HTE's award-winning range of AVITERA® SE reactive dyes, the new color system enables designers, brands and mills to consistently deliver high-quality, PCA-free products that conform to the most stringent international standards and offer the highest levels of light-, wet- and chlorine-fastness. The new formulations also help mills improve productivity by 25% or more and half water and energy consumption and carbon dioxide emissions.

*"In the textile sector, the ability to accurately and consistently reproduce one's desired color in production around the world is essential. Brands and mills need a sophisticated and environment-friendly color solution that can be easily and cost-effectively reproduced in today's production environments. Combining the expertise of Pantone and Huntsman Textile Effects, we are helping the industry meet these multiple challenges."*

Mitch Cole, Global Director of Marketing, Pantone Fashion, Home + Interiors.

With on-trend colors that include pale, medium, dark, intense dark and brilliant shades, and even deep black, the new HTE dyestuff formulations for the **Pantone Fashion, Home + Interiors Textile Color System** can be downloaded from [www.matchpantonecolorsbyhuntsman.com](http://www.matchpantonecolorsbyhuntsman.com)



## Argo Pantes continues to enhance performance with PIP

Indonesia's PT Argo Pantes Tbk has become one of the latest mills to implement Huntsman Textile Effects' Productivity Improvement Program (PIP) to enhance its economic and environmental performance and increase profitability.

Working with HTE, Argo Pantes will optimize its already fully integrated production processes to improve product yield and quality. The plant will also adopt high-performance technologies such as NOVACRON® C dyes and CLARITE® ONE all-in-one pretreatment to achieve further economic and environmental benefits.

*"The textile industry plays a significant role in Indonesia's manufacturing sector. To stay competitive as costs and global competition escalate, mills need technical know-how, efficient operations and optimum product quality with a focus on economic and environmental sustainability. HTE will work closely with Argo Pantes to help it meet these challenges and reinforce its leadership in the global marketplace."*

Chuck Hirsch, Vice President of Commercial and Technical Resources, HTE

Implemented in many mills around the world, the PIP includes a full operational audit and practical support, including technical training. It has been shown to reduce water consumption by as much as 50% and energy consumption by 30%. Critically, the program has also helped mills successfully improve right-first-time performance while increasing output by 30% and more, using existing plant.



Textile Effects and PT Argo Pantes Tbk conclude the PIP agreement

## COLLABORATION IN ACTION

### JCPenney teams enjoy in-depth technical training

Huntsman Textile Effects recently held a week-long Dyeing Workshop in Panyu, China, for the JCPenney International Buying Office (IBO) teams from Asia. The IBO teams are responsible for supervising and liaising with JCPenney suppliers across the region to ensure that products meet the high standards of the US-based department store chain.

*“This very well-received workshop helped us to create a bond between our IBO color teams and the Huntsman experts in Asia. We are committed to supporting our dyeing mill partners to proactively execute color quality to JCPenney standards, and this training helped us to empower our people to do this even more effectively.”*

Donna Faber, Associate Director, Color Product Integrity,  
J.C. Penney Purchasing Corporation

HTE assembled a range of experts to share in-depth technical knowledge with the IBO teams, covering textile pre-treatment, printing and dyeing processes, plant productivity improvement, troubleshooting and production control measures, among other topics. The group also enjoyed lively discussions around how to improve product quality and performance and help mills enhance their environmental sustainability.

## EVENTS

### HTE celebrates 50 years at Atoto

Huntsman Textile Effects celebrated the 50<sup>th</sup> anniversary of its primary manufacturing facility in the Americas at a ceremony at the plant in Atotonilquillo, Mexico, in October 2015. It was officiated by Enrique Dau, Special Advisor and Representative of the Office of the Governor of Jalisco, and Gerardo Rodriguez, Secretary of Labor, State of Jalisco, and attended by more than 150 guests.

Since opening in 1965 with 44 employees, the Atoto plant has expanded its production capacity and capability and built a global reputation for manufacturing excellence. Today, it employs more than 350 staff and produces more than 150 innovative dyes and chemicals. These include the LANASET®, TERASIL®, TERATOP® and ERIOFAST® dyes and UV-FAST®, ULTRATEX® and SAPAMINE® chemicals.

*“With a genuine commitment to sustainability, the Atoto team has contributed to the prosperity of Atotonilquillo and promoted safe, clean and efficient production to help change the textile industry worldwide. This plant uses state-of-the-art manufacturing and effluent treatment processes and has rich technical expertise and a relentless focus on the highest environmental, health and safety standards.”*

Paul Hulme, HTE President

HTE has continuously improved technology at Atoto. It has invested more than US\$50 million in the plant since 2010, with a further \$5 million earmarked for expanding the Atoto product portfolio in the next 12-15 months. HTE has also consistently collaborated with partners and other stakeholders in the region to develop innovative and sustainable practices that meet the industry’s stringent environmental regulations.

The Atoto plant is ISO 9001 certified, assuring consistent quality and rigorous attention to maintaining high standards of performance and product quality.



*HTE President Paul Hulme presents a token of appreciation to Mr Enrique Dau, Special Advisor and Representative of the Office of the Governor of Jalisco*



*Mr Enrique Dau and other government officials on a tour of the Atoto plant*

## **Demonstrating our expertise in Digital Inks technology**

**SGIA Expo 2015**  
**Atlanta, USA**

SGIA Expo is the only marketplace in North America to showcase the full spectrum of specialty imaging, from wide-format and grand-format to finishing and installation. This year's show attracted more than 23,000 visitors. The Huntsman Textile Effects booth saw brisk traffic throughout the three-day event.

“With growing interest in digital inks in the North American market, our TERASIL® XKS, NOVACRON® XKS HD and LANASET® XKS inks are generating interest across a variety of market segments. HTE is recognized not only for the quality of our solutions, but also for our ability to offer a complete range of inks and solutions to suit all textile fibers, print heads and machines,” said David Clark, Sales and Business Development for Digital Inks.