A shared journey towards sustainable textiles

Thailand ups its game on the world stage

A standing ovation for AVITERA®

www.huntsman.com/textile_effects
Welcome to the first issue of our newly re-launched newsletter — Textile Connection.

The need for change in the textile industry today is being driven by powerful forces from both within and beyond the industry.

The textile industry is one of the oldest and largest in the world. It has helped nations to grow their economies and improve the livelihoods of their people. For example, the textile industry in India — one of the largest textile producers in the world — contributes about 14 per cent to industrial production, four per cent to the gross domestic product (GDP) and provides direct employment to over 35 million people.

But, this comes at a cost. Globally, the textile dyeing and finishing industry is one of the heaviest global consumers of water and energy.

Today, the heat is on

In recent years, there has been increased pressure on the textile industry from governments, NGOs and consumers to do a better job protecting the environment and to take a more proactive approach in reducing the industry’s environmental footprint. And this intense scrutiny is not likely to abate anytime soon. In fact, the industry will likely see tighter regulation as governments step up efforts through new legislation to improve oversight and reduce water pollution by the textile industry around the world. This presents the textile industry with a serious challenge – how to continue to provide high performing products in a sustainable way that still makes business sense for the industry?

The commitment by the major players in the industry to work towards Zero Discharge of Hazardous Chemicals (ZDHC) by 2020 is an important step towards addressing these concerns. And membership in ZDHC continues to grow as more brands and retailers commit to the ZDHC roadmap. The industry is also working with its customers to manage the transition from C8 to C6 short chain chemistry or other sustainable alternatives by 2020.

However, the industry still needs to do more – and to do it in a united fashion – if it is to effectively address the public’s demand for greener products, cleaner supply chains and increased transparency.

What more can be done? For a start, textile chemical companies can help brands and mills meet the legislative and ZDHC commitments by providing C6 and fluorine-free alternatives. For example, Huntsman Textile Effects has produced a positive list of chemicals which, if used correctly, can deliver on the commitments of the roadmap towards ZDHC. Our belief is to take a precautionary approach and by that we mean to control the output by first controlling the input. If you don’t put it in, it won’t appear on the end article.
Sustainable textiles will be a key business driver in 2013 and for many years to come. The textile industry must act as one and work with major brands and mills to ensure they get greener products and processes that are validated and transparent so they can achieve their 2020 targets. As with all things, the journey of a thousand miles begins with the first step. We believe that we at Huntsman can help you take that step today!

Paul Hulme
President
Huntsman Textile Effects

Thailand Ups Its Game on the World Stage

Thailand is ready to roll!

Huntsman Textile Effects (HTE) recently boosted the capabilities in its Mahachai facility with the inauguration of a new specialty synthesis unit. The latest upgrade came at a cost of US$12.5 million, bringing the total investment in Mahachai to US$17.5 million. The newly installed unit specializes in the production of the company's flagship reactive dyes, including those incorporating its proprietary fluorotriazine (CF3) chemistries.

While Mahachai already played a key role in our global manufacturing footprint, the recent investment will up the stakes even further. The Specialty Synthesis Unit at Mahachai, together with the Formulation Distribution Center, enhances Huntsman Textile Effects speed to market and flexibility in the region, especially in our key markets. Customers can look forward to faster, more flexible service for years to come.

Innovation + Collaboration in China

The best ideas are generated when there is true collaboration. Huntsman Textile Effects brought this home with its plans to forge closer ties with a key customer, Luthai Textile Co. Ltd. Senior executives from Huntsman Textile Effects kicked off this collaborative partnership with a visit to the Luthai textile and garments research institute spanning over 20,000m².
The research institute is aiming high and will be tasked to boost the development of new products and processes. It will host technical forums for Huntsman Textile Effects and Luthai to exchange ideas on innovation and technology applications to drive sustainability and achieve top line growth for the industry.

Luthai Textile Co., Ltd is the largest manufacturer of top-grade yarn-dyed fabric shirt facing materials in the world and known for their excellent quality products selling into more than 30 countries. They are a recipient of many quality assurance awards and in 2008, was identified as the “National Research and Development Base for Yarn Dyed Fabric” by the China National Textile and Apparel Council (CNTAC) and the National Textile Development Center.

A Happy Customer Drives the Point Home

There is nothing like a happy customer. Huntsman Textile Effects in India was recently honored with a “Zero Defect Award” by Autoliv for achieving zero defect supplies for 2012! In a highly competitive industry, what makes this award even more amazing is the fact that Huntsman Textile Effects was the only dyes and chemicals supplier to receive the award.

Autoliv is the world’s largest automotive safety supplier with sales to all the leading car manufacturers in the world.

Taking on Taiwan

Huntsman Textile Effects is ready to make waves in Taiwan with the appointment of DyTech Taiwan as its agent. In a deal that was signed earlier in the year, DyTech will help bring Huntsman Textile Effects’ strong track record in sustainable excellence and high-quality dyes and specialty chemicals to the local textile industry.

The new partners’ joint objective - to deliver sustainable, high performing processing and effects chemicals with a low environmental impact, significant reduction in energy consumption and production time.

DyTech Taiwan was established in 2012 with the aim of synergizing the expertise of technicians, chemical suppliers, and dye houses to offer value products and effective technical solutions to customers in the Taiwan textile industry.

Hola, Colombia!

(left) The Huntsman Textile Effects booth featuring Technical Textiles, Digital Inks and Avitera® SE
(right) Customers at the Huntsman booth, actively engaged in discussion
Huntsman Textile Effects had a grand outing at Colombiatex 2013 in January this year. Not only did it secure a deal with Stamperia for NOVACRON® XKS inks, the event also saw customers Protela and Rizzonit reinforce their commitment to using AVITERA® SE and work with Huntsman Textile Effects to develop a label.

A breakout session on “Dyeing of Cold Pad Batch on knitted fabrics” was jointly presented by Huntsman Textile Effects Central America & Mexico and Kusters Calico Machinery. It was very well received and resulted in many of the attendees asking to know more about their NOVACRON® NC/C/S reactive dyes, as did the company’s booth which was visited by more than 60 brands, retailers and mills.

High Performance, High Appeal

Known as the Premier Global Nonwovens Event, IDEA13 held in Miami, Florida in April served as a valuable platform for Huntsman Textile Effects to showcase our expertise in performance and aesthetics for nonwovens.

The event was well attended by many customers who were duly impressed with our innovative product offerings and materials showcasing our potential finishing effects.

In the Nonwovens industry that continues to grow globally at 10%, Huntsman Textile Effects helps customers achieve a winning edge with our versatile functionalities in the areas of filtration, construction, medical, automotive and glass fibers covering water and oil repellency, flame retardation, bacterial resistance, color fastness and more!

Color on the Go

Huntsman Textile Effects partnered with a leading European automotive textile manufacturer in the launch for the new car model “Opel Adam”.

Our TERATOP HL range and high performance UV-Fast / UV absorbers were used to develop color shades for this particular model.

Through close collaboration and product refinement, HTE helped the customer attach all required performance levels such as color fastness, especially for the on-tone fading after color exposure.

This ensures the interior maintains a uniform color in spite of exposure to harsh sunlight and that the different materials fade in an even manner.
A Standing Ovation for AVITERA®

AVITERA® continues to take the textile world by storm with a recent win at the Environmental Leader Technology (ELT) Review in March 2013! Huntsman Textile Effects’ flagship dye range came away with a stellar 5-star rating in the annual program which recognizes excellence in products and services that provide companies with energy and environmental benefits. It was one of only two 5-star recipients this year.

AVITERA® beat scores of entries that were evaluated by a panel of independent judges on their technical performance, benefits, groundbreaking or new technical milestones and viable attributes that set it apart.

The judges had this to say about AVITERA®, “The Avitera dyes were engineered for sustainability and provide a clear economic and sustainable value proposition, particularly in markets facing water constraints but that are also highly dependent on industries that utilize cotton.”

Find out how AVITERA® can deliver the same 5-star performance for you today.
Email Dhirendra Gautam at dhirendra_gautam@huntsman.com

The Rain and Stains Stay Mainly in the Plain with PHOBOTEX®

Rain, stains, wine, mud, grass or ketchup – do your worst! Launched in March 2013, the PHOBOTEX® range of fluorine-free rain protection and stain management products were specifically developed to protect against rain and a wide range of every day stains. The range includes technologies that impart a water-based repellency and stain management effects to textiles for up to 30 washes at 40°C and beyond.

With a softer finish compared to other conventional technologies available, PHOBOTEX® is suitable for many different end-uses including outdoor rainwear, active wear, pants and career wear to more technical fabrics such as awnings, tarpaulins, boat covers, outdoor furnishings and shower curtains. The PHOBOTEX® range is the most comprehensive fluorine-free durable rain protection and stain management product available on the market today.

What are you waiting for?
Email Lee Howarth at lee_howarth@huntsman.com
Stay Light and Fast with AVITERA® Light Red SE

Do you want to increase production outputs while cutting down on energy, water and CO2 emissions? Look no further than Huntsman Textile Effects’ flagship dye range.

AVITERA® SE of polyreactive dyes are continuing to make new waves with the recent launch of its Light Red range. The best news about the new polyreactive dyes is that they now feature a broad palette color spectrum in the pale shades with highest light fastness. With dyeing and washing-off processes never exceeding 60°C, AVITERA® SE helps textile mills increase production outputs and significantly reduce water and energy consumption and carbon emissions by up to 50 percent. Using only five percent or less unfixed dye instead of the conventional 15 to 30 percent, AVITERA® SE greatly reduces the number of rinsing baths required to obtain fastness properties.

Is it too good to be true? Find out for yourself. Contact Huntsman Textile Effects today!

See You There!

Huntsman Textile Effects participates actively in key events around the world because we want to be part of your world. So wherever you may be, we can serve you and we will see you there soon!

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<tr>
<th>Date</th>
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<th>Event</th>
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<tr>
<td>10-13 June</td>
<td>Shanghai, China</td>
<td>Shanghaitex 2013 Missed us in Turkey? Here’s your second chance to catch us in Shanghai with solutions to your digital printing needs.</td>
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<td>11-13 June</td>
<td>Frankfurt, Germany</td>
<td>Techtextil 2013 Explore our wide range of products which will help boost the Functionality and Coloration of your Technical Textiles in the areas of protective fabrics, automotives, nonwovens and more!</td>
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<tr>
<td>12-14 June</td>
<td>Biella, Italy</td>
<td>82nd IWTO Congress Nobody knows wool like Huntsman. Come view our solutions from pre-treatment all the way to finishing.</td>
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<td>25-29 June</td>
<td>London, UK</td>
<td>FESPA Digital 2013 As a certified water-based textile inks manufacturer, we help you create value in all your digital printing applications such as apparel, home textiles, flags &amp; banners, outdoor and speciality inks for automotive. Whether you are an end-user or supplier, our innovative solutions can meet your needs!</td>
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