

### **Textile makers cheer Archroma's non-toxic dye**

KARACHI: Swiss chemical firm Archroma kick-started production of a new non-toxic dye – known as Aniline-free indigo – popularly used in denim, giving a hope to Pakistani manufacturers who are reliant on import of the key raw material for over \$13 billion textile exports industry.

Archroma, a global leader in color and specialty chemicals, commenced production of Aniline-free indigo (Denisol Pure Indigo 30 liq.) at its Jamshoro plant.

Aniline-free indigo is the outcome of break through innovation by Archroma. Aniline-free indigo was first presented in May 2018 at a Textile Conference in Canada. The brand new dye provided a non-toxic way to produce the traditional, iconic indigo blue that consumers associated with denim and jeans. Archroma already produces chemicals and dyes at its Jamshoro plant, the company's first zero liquid discharge plant in the world.

The company also operates a scientific centre in Korangi and offices in Lahore. Archroma Pakistan is a market leader in the field of speciality dyes and chemicals, and is engaged in the manufacturing, sales and indent business for the textile, paper, adhesives, coatings and construction industries.

Michel Zumstein, president of Commercial Region at Archroma said the Jamshoro plant has a sizeable capacity to meet the entire sustainable requirements of denim industry. "Our R&D (research and development) team has been successful in presenting Aniline-free indigo to the denim world," Zumstein said, addressing an inauguration ceremony.

"Removing a hazardous impurity - Aniline from the denim supply chain, we have fulfilled our responsibility as a good corporate citizen towards creating a greener environment." Textile businessmen also attended the ceremony and showed keen interest in the new iconic development.

Mujtaba Rahim, chief executive officer at Archroma Pakistan said denim is the ace textile export produce of Pakistan and "we are proud to be associated with our partners in their success".

"We are fully convinced that the new innovation, Aniline-free indigo will further enhance sustainability and value of denim fashion in flourishing local and export trends," Rahim said. "Brand owners, retailers as well as end consumers will benefit from the cleaner production ethics."

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