

EasyWhite Tan – ICIS Innovation Award Honors Clariant's Revolutionary Tanning Process

Muttenz, January 12, 2012 - Clariant's new EasyWhite Tan tanning process has been honored at this year's Innovation Awards organized by ICIS. The leading international information provider for the chemical industry recognises EasyWhite Tan for being especially environmentally friendlier. The new EasyWhite Tan method is considered the first fundamental advance in tanning for 125 years.

The Business Unit Leather Services of the Swiss chemical company Clariant has established itself as one of the top three companies in the sector. It supplies tanneries around the world with innovative specialty chemicals for tanning, dyeing and finishing of leather.

The new EasyWhite Tan is simpler and safer: it uses 80% less salt and 50% less water than traditional tanning processes, and cuts production times in half compared with other systems based on chrome, phenols, aldehydes or vegetable extracts.

By honoring Clariant in the category of Innovation with Best Environmental Benefit, the ICIS judges recognized the company's success in developing a more environmentally-friendly tanning product. According to panelist Dr. Gregg Zank, senior vice president and chief technology officer at Dow Corning, the judging panel wanted "to recognize that Clariant is doing something significant here, with an interesting innovation that has an impact on sustainability."

Tanneries are also confronted with ever increasing sustainability demands and environmental standards imposed by legislation. They have to meet these requirements without losing their competitive edge. "We support them with this, by providing more environmentally-friendly products and efficient and sustainable processes which make their production more efficient and cleaner without negatively impacting on quality," comments Harald Bauer, Head of Marketing & Sales and adds: "Awards like the ICIS Innovation Award show clearly that our efforts have been worthwhile."

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Clariant is an internationally active specialty chemical company based in Muttenz near Basel. The group owns over 100 companies worldwide and employed approx. 16,200 employees as of December 31, 2010. In the financial year 2010, Clariant produced a turnover in excess of CHF 7.1 billion. Clariant is divided into twelve business units: Additives; Catalysis & Energy; Detergents & Intermediates; Emulsions; Functional Materials; Industrial & Consumer Specialties; Leather Services; Masterbatches; Oil & Mining Services; Paper Specialties; Pigments; Textile Chemicals.

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