

Media Release

Clariant International Ltd

Clariant's Advanced Denim triggers a revolution in resource-saving production with innovative products

Muttenz, August 31, 2010 - Clariant unveils Pad/Sizing-Ox a revolutionary eco-efficient dyeing procedure that gives brand owners and retailers new opportunities to offer fashionable, high quality jeans based on the most sustainable, resource-saving production method to date.

Visitors to the Munichfabricstart 2010 bluezone will be the first to experience this latest step forward in Clariant's Advanced Denim technology that lets the textile industry go beyond current dimensions in denim manufacture.

Pad/Sizing Ox maintains the highly-valued creative effects, colors and shades of Advanced Denim in a straightforward, one-step sizing and dyeing process that delivers a massive reduction in water consumption. Up to 92% less water is used by textile mills, creating practically no waste water. Pad/Sizing Ox allows 30% energy savings together with 63% waste cotton savings compared to conventional dyeing procedures.

Advanced Denim allows eco-bleaching wash-down with ozone and peroxide avoiding the use and consequently the presence in waste water of harmful chemicals like hypochlorite or permanganate.

The Pad/Sizing Ox process is based on Clariant's recently patented Arkofil[®] DEN-FIX sizing agent innovation. In combination with its full range of Diresul[®] RDT sulfur dyes, including Clariant's cutting-edge non-indigo based Diresul[®] Indicolors RDT dyes, Advanced Denim offers unique effects, improved fastness, better reproduction of tones and shades, and easy application for more precise results. The dyes expand the market's potential to achieve new and interesting colors, deeper and faster blues, amazing blacks and grays, finely-graded shades and special wash-down effects.

The Pad/Sizing-OX process is especially suited to meeting the current market move towards maximizing efficiency through the dyeing of small and varied denim batches.

“Helping the denim industry to achieve maximum results with minimum resources is fundamental to Clariant’s Advanced Denim concept,” comments Miguel Sanchez, Head Global PL Dyes for Cellulose of Business Unit Textile Chemicals of Clariant. “Our extensive research and development to bring innovation through new products and technologies is creating new possibilities in fashion effects as well as addressing the need and demand for ever-more sustainable, efficient production by the textile industry.”

For more information visit Clariant at Munichfabricstart 2010 bluezone Booth B3 in hall 5 and our new website: www.advanceddenim.clariant.com or visit www.textiles.clariant.com or www.clariant.com.

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(Photo Clariant)

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Clariant – Exactly your chemistry

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant, which is represented on five continents with over 100 group companies, employs around 17,300 people. Headquartered in Muttenz near Basel, Switzerland, it generated sales of CHF 6.6 billion in 2009. Clariant is organized into ten Business Units: Additives; Detergents & Intermediates; Emulsions; Industrial & Consumer Specialties; Leather Services; Masterbatches; Oil & Mining Services; Paper Specialties; Pigments; and Textile Chemicals.

Clariant is committed to sustainable growth, which is derived from its own innovative strength. Clariant's world-class products and services play a key role in its customers' manufacturing processes and add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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