

ARCHROMA EFFECT LABELS

Make the invisible visible



Communicating textile effects



A full range of labels for

Apparel

Interior

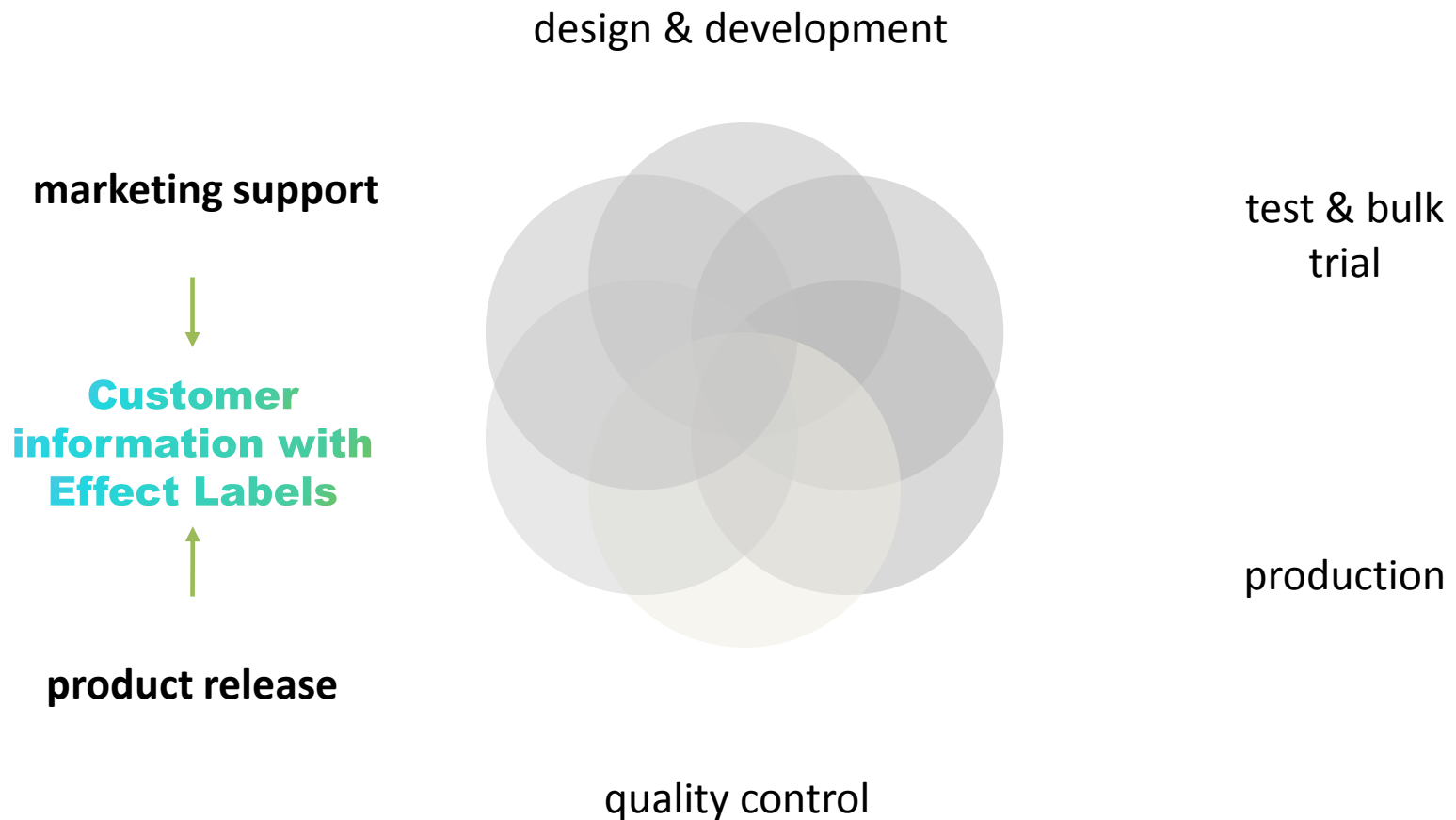
Benefits and **effects**

made **visible** at a

glance to the end customer

Communicate
the functional **effects**
that **our** products bring
to **your** textile

Archroma's support - from the first idea to the final product



EFFECT LABELS APPAREL

Moisture Management



- Effective Moisture Management which keeps you skin dry.
- The garment will stay soft and breathable
- Feel the long lasting comfort

HyDry



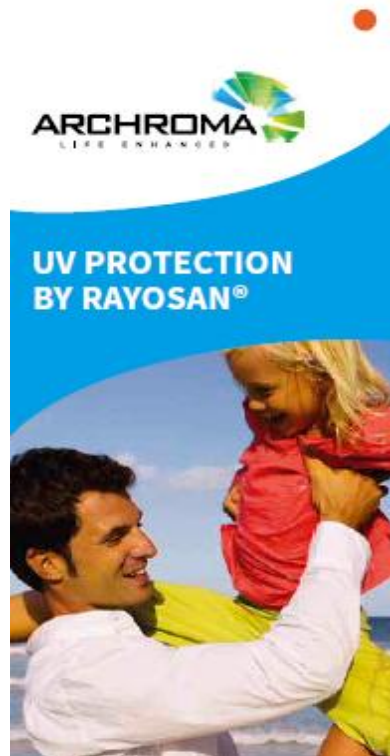
- Combination of **H**ygiene protection and quick **D**rying
- Wicks moisture away from skin
- Odour control

Repellence Protection



- Incorporated C6 PFOA free chemistry*
- Keeps garment dry and clean
- Repels most aqueous and oily substances

Rayosan® UV Protection



- Helps to block the majority of UV rays
- Keeps fabric soft and breathable
- Durable effect
- Protecting your skin and health

Stain & Soil Release



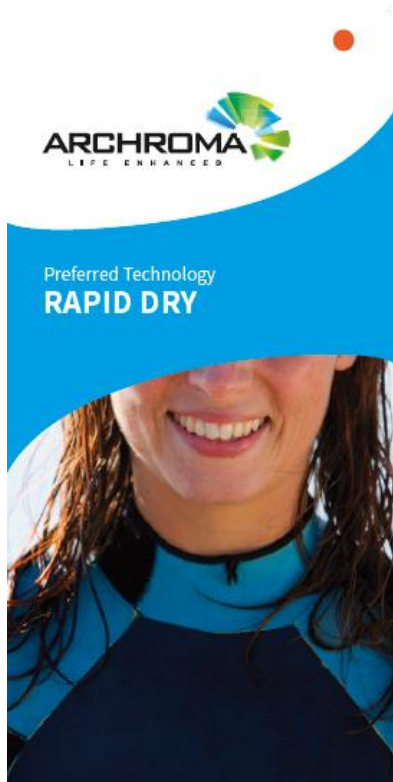
- Incorporated C6 PFOA free chemistry*
- Reduces the fabric's absorption of soil and stain marks
- Significantly improves the release of stains during laundry

Fluorine free water repellent



- Supplies a very good water repellent effect
- Good wash permanency of the effect (20 HL)
- Soft, bulky hand feel
- fluorine free, silicone free

Rapid Dry



- Fabric dries more quickly
- Water absorption of the garment is reduced
- Durable effect
- Dry quickly and remain comfortable

Premium Eco Care



- Excellent easy to iron effect
- Improved fabric strength
- Unique soft handle, fabric remains breathable
- Environmental friendly chemicals and processes makes fabric more resistant and prolong the life-cycle of the garment

Easy Clean & Body Comfort



- Easy removal of stains
- Excellent moisture absorption
- Improved drying properties
- Durable effect

Easy Wear



- Easy to iron
- Garment will keep its shape
- Creasing and wrinkling of the garment is minimized

Mosquito Protection



- Keeps mosquitoes, ticks and horseflies from landing; reduces stings and bites.
- Offers high permanency, protection and comfort without impact on the “Feel” and other finishes
- For fishing, hiking, travelling and lots of other outdoor activities.



What does Archroma offer?

- A strong partnership with leading designers, brands and retailers.
- A stream of new, Innovative products meeting aesthetic and functional needs.
- First class technical support and customer service.
- Branding opportunities.
- Environmental Compliance and application best practice.



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