



Michel Zumstein, President, Commercial Region Asia, Ambassador Thomas Kolly and Archroma team at the ribbon cutting of Denisol Pure Indigo Plant.

Archroma takes a giant leap to produce Aniline Free Indigo in Pakistan

Archroma, a global leader in color and specialty chemicals, commenced production of Aniline-Free Indigo – Denisol® Pure Indigo 30 liq. at its Jamshoro plant. Inauguration ceremony was performed by Michel Zumstein, President, Commercial Region Asia, Archroma Singapore, who flew in to honor this important occasion. It may be added here that Jamshoro plant made headlines in 2012 as Archroma's first Zero Liquid Discharge plant in the world.

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. Owing to state-of-the-art sustainable facilities, Archroma Jamshoro site was earmarked to produce Aniline-free indigo – Denisol Pure Indigo 30 liq. Later in the evening, highlights and salient features of Aniline-free indigo were rolled-out to the Denim community.

"I am delighted to inaugurate full scale production of Denisol Pure Indigo 30 liq – Aniline-free Indigo at our Jamshoro plant. This plant has a sizeable capacity to meet the entire sustainable requirements of Denim industry. True to its commitment towards continuous innovation, Archroma challenges the status-quo in the deep belief that we can make our industry sustainable. With this winning mindset, our R & D team has been successful in presenting Aniline-free Indigo to the denim world. 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." said Michel Zumstein, President, Commercial Region Asia at the highly attended inauguration ceremony at Karachi. Textile business community graced the occasion in big numbers and showed keen interest in this new iconic development.

Archroma presented appreciation mementos to its valued customers on their successful partnership in denim



Michel Zumstein, President Commercial Region Asia, unveils plaque at the Denisol Pure Indigo Plant.

specialities. Michel Zumstein and Archroma leadership team lauded the spirit of entrepreneurship in "being the first" to join hands with Archroma to adopt new denim solutions in their respective manufacturing operations.

"It is a matter of great satisfaction for Archroma Pakistan multi-tasked teams who have achieved a milestone feat today. 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. Brand owners, retailers as well as end consumers will benefit from the cleaner production ethics" commented Mujtaba Rahim, CEO, Archroma Pakistan at the inauguration ceremony.

Archroma makes the Denisol® Pure Indigo 30 dye in the most sustainable way as currently possible. ♦