



2nd (UET-Archroma-SDC) International Conference on Sustainable Textile

University of Engineering & Technology, Lahore (Faisalabad Campus), Archroma Pakistan Pvt. Ltd and SDC (Society of Dyers and Colourists) successfully organized the 2nd UET-Archroma-SDC International Conference on Sustainable Textiles, The Archroma Sustainability Day and SDC UK design competition for students on April 3rd 2019 at UET Lahore, Faisalabad Campus. International conference and concurrent events were attended by large number of guests, majority of them were from the leading textile mills of Pakistan. Speakers presented interesting and informative presentations in three sessions. Extraordinary eye catching designs were presented by the students of different Universities in SDC UK design competition. In Archroma Sustainability Day, the leading textile brands participated and exhibited their latest innovations and designs. Pakistan Textile Journal is pleased to present this detailed report and glimpses of the event for the interest of our readers.

Professor Dr. Waqar Mahmood, Director KICS & CERAD, UET Lahore.

Professor Dr. Waqar Mahmood, in his welcome address appreciated the pivotal role Archroma plays in the development of the textile industry, not only in Pakistan but also worldwide.

He added, "UET Lahore - Faisalabad campus is a world-class university producing technologically sound professionals in a state of the art environment. He mentioned that the graduates and engineers from this campus are serving the textile and fashion industry worldwide including USA and Europe."



Mr. Mujtaba Rahim, CEO, Archroma Pakistan Ltd

Mr. Mujtaba Rahim, CEO, Archroma Pakistan said, "With these conferences, we are bringing together textile students, academia and the industry on one platform. And we also hope that the pace is going to increase in future."

He appreciated the efforts of SDC for encouraging bright Pakistani students of textile chemistry through the competition on "Colors of Nature". Color is an inseparable part of our daily life. Studies say that it plays an important role in emotions, productivity and communication in learning. It also influences creativity. This is the reason



why Archroma collaborated internationally with SDC to base its design and color competition on the unique Color Atlas. Color Atlas is a new system for designers developed by Archroma making color management easy and time-saving. It is specially geared to the needs of designers, brands, retailers and manufacturers and enhancing the created possibilities to the industry. The natural colors of nature are all reflected in Color Atlas." He mentioned the fast change that fashion industry witnessed in the recent years bringing about a fundamental transformation in the way textile industry operates. With the inclusion and availability of social media, keeping up with the demands of end users has become a challenge in view of the stringent compliance requirements on sustainability.

He mentioned that for Archroma sustainability is not just a word or a business proposition. It is a way of reflecting on everything that they do. Archroma is committed to change the entire value chain to be economically and environmentally sustainable through innovative solutions. Archroma is passionately enhancing the peoples' lives respecting our planet.

Aniline free indigo, he mentioned, is produced at our Sustainable Effluent Treatment Plant @ Zero Liquid discharge which means that not a single drop of water goes out from the production cycle and wasted. This facility has received Water Stewardship Award in France which is a matter of great pride for Archroma and for Pakistan.

He paid glowing tributes to the Pakistani brands who have earned a good name for themselves in the global markets.

**Dr. Shafiq Ahmad,
Director, Better Cotton
Initiative (Pakistan &
Central Asia)**



Dr. Shafiq Ahmad, Director, Better Cotton Initiative (Pakistan & Central Asia) gave a presentation on **sustainable production for cotton** and BCI's role in it. He discussed how and why this initiative has been undertaken, the stage of sustainable cotton at the global level, and the role of BCI in the sustainable cotton production globally and in Pakistan.

According to Dr. Shafiq Ahmad, 28 million metric ton of cotton is produced globally but some negative realities being attached with it. A lot of water is consumed in the cotton production. 2700 liters of water are used to make one cotton shirt.

He stressed that, by opting for sustainable cotton production some of these issues can be minimised and stressed the need to focus on sustainability for the sake of the future of the cotton industry.

**Mr. Andrew Filarowski,
Technical Director,
SDC UK**



Mr. Andrew Filarowski, Technical Director, SDC UK gave

an interesting video presentation on color education for the future. This presentation was given online as he was unable to participate in the conference.

**Mr. Ignasi Cubina,
Director EIG, Spain**



Mr. Ignasi Cubina, Director EIG, Spain's presentation was on the **Circular Future for Fashion and Textiles**. This is not only the future for Pakistan but the future for the whole planet. Since the last 30, 40 years the business and the productivity of the fashion industry of Pakistan have dramatically increased. And all these increases are against a cost, a cost for the environment and a cost for our future.

Talking about the sustainability he said that we should not compromise on our future. We need to have some positive agenda for our future environment and for the people.

He also informed that Bangladesh and Pakistan are the two most threatened countries in terms of waste emissions. He further said that climate change is also a consequence of bad design philosophy. In his presentation, he also talked about carbon emission management.

**Mr. Sohail Ali Naqvi,
CEO, WWF Pakistan**



Mr. Sohail Ali Naqvi, CEO, WWF Pakistan gave an inspiring presentation on a Sustainable World. He said that WWF is working to save nature in Pakistan with over 20 offices nationwide and more than 30 projects. Pakistan is ranked 144th out of 180 countries according to the Environmental Performance Index. According to Global Climate Risk Index, Pakistan is the 7th most adversely affected country due to climate change. World bank estimates the cost of Environmental degradation to be nearly 9% of Pakistan's GDP.

**Mr. Aamir Shamsi, Head
of Denim and Casual
Wear, Archroma
Pakistan.**



Mr. Aamir Shamsi, Archroma Pakistan, Head of Denim & Casual Wear focused on the need and importance of

Aniline Free* Indigo. He stressed that it is important to save our planet from future environmental hazards. Aniline, has been one of the major raw materials for producing denim however it is a toxic element, harmful to the environment causing deterioration of aquatic life and the ecological balance.

Aniline-free* indigo, therefore is the latest innovative solution developed after extensive research by our R & D teams. Archroma is the world's first company to introduce Aniline-Free* Indigo for denim. Saving environment is presently the main focus of all stakeholders. Fashion world also needs compliance to this key element. Therefore Aniline-free* indigo is our sustainable answer for the Denim industry. Pakistan is one of the top producers of Denim and sustainable products will only enable continuity of our brands in global markets.

**Dr. Munir Ashraf,
Assistant Professor /
Chairman, NTU,
Faisalabad**



Dr. Munir Ashraf presented his research on **global textile market and its drivers**. He said that functional textiles are textiles with integrated functions of controlling or adjusting according to its application area. Currently, technologies such as nanotechnology are being used for the development of functional textiles.

**Mr. Atif Maqbool,
Product Line Manager,
Archroma Pakistan.**



In his presentation, Mr. Atif Maqbool, Archroma Pakistan, Product Line Manager showed advances in polymer technology – pretreatment. He said that Advanced Polymer Technology (APT) is a newly designed process for (semi-) continuous pretreatment using a polyvinyl pyrrolidone polymer in de-sizing, bio-scouring and bleaching of cotton and its blends with synthetic fibers. Advance Polymer Technology allows for a significant reduction of the sodium hydroxide (NaOH) dosage used during scouring and bleaching, enabling better fabric strength values which result in an improved quality of fabric.



Dr. Muhammad Mohsin, Chairman, UET Textile Department

Dr. Muhammad Mohsin, Chairman, UET Textile Department explained ways to achieve sustainability in textiles. According to him the sustainability can be achieved through machine, process, textile chemicals and productivity.



Mr. Arbab Sikunder, Archroma Pakistan, Product Line Manager

Mr. Arbab Sikunder, Product Line Manager Pigment Printing, Archroma Pakistan highlighted textile printing technologies with Eco-safe. He discussed past and present printing practices in Faisalabad. Previously, eco-safe system was not available based on zero formaldehyde concept. Archroma, now, offers an advanced system being an ecologically conscious organization. Presently, only Archroma is offering chemicals that are safe, sustainable and have zero formaldehyde. Handling of prints is soft bearing similarity to reactive printing with better wash fastness. By using our system,



customers can add value to their product: this additional benefit is only possible through our system. Archroma's Helizarin EcoSafe gives an edge to customers as all products are safe, reliable – produced through international standards, a perfect solution for babywear producers since it ensures Formaldehyde free prints. Helizarin Ecosafe enhances fabric quality with highest fastness level in the market. It is a system that allows to keep the machine running. With Helizarin EcoSafe along with Printofix pigment preparation it is easy to achieve brilliant colors with all kinds of fibers.

Ms. Aglaia Gomez D'Alessandro, EIG, Spain

Ms. Aglaia Gomez D'Alessandro, EIG, Spain presented ways to create safe and circular products with C2C certification. EIG is the ideal partner for any company or organization wanting to start its transformation towards circular economy. EIG is an organization accredited to perform the assessment of products against the Cradle to Cradle Certified™ Products Program. Several companies in Pakistan have trusted EIG to optimize and assess their products.



Dr. Assad, Chairman-Textile, Agriculture University, Faisalabad.

Dr. Assad, Chairman-Textile, Agriculture University, Faisalabad presented his research on textile sustainability of cotton from ball to bale. He focused on best cotton picking practices and use of ultrasonic the cost issues in the cotton production in Pakistan. He said that Pakistan is the 4th largest producer of cotton in the world and the 4th largest consumer of cotton. Discussing the issues of cotton picking he informed that the amount of trash in Pakistani cotton is an average 8% and according to international standards the Pakistani cotton is graded as very trashy. Pakistan suffers a loss of approx. 2-4 billion dollars per year because of cotton contamination. So in order to decrease the cost of cotton production, effective cotton picking techniques should be implemented. He also talked about the ultrasonic method of cotton dyeing. Since the fabric dyed in ultrasonic dyeing machine gave better crocking and water fastness ratings.



Mr. Saleh Muhammad, Archroma Pakistan, Product Line Manager

Mr. Saleh Muhammad, Archroma Pakistan, Product Line Manager highlighted value-addition and solutions in textile finishing. He said, "Value-addition is a key issue to success in today's hometextile and nonwoven segments wherein Archroma is active since many years. We are offering multiple solutions in digital printing to reduce the cost of printing."



Archroma offers for value addition for customer' articles in Hygiene finish (Antibacterial), Anti-dust mites finish, Wrinkle resistant finish with low tearing and tensile effects, Power cotton package – increase in strengthened of Knit and woven articles, water and oil repellent finish, soil release finish and moisture management finish.

Our technology solutions are requirement based to minimize Tearing / Tensile during Resin finish for shrinkage control and for Wrinkle resistant finish, crocking improvement (wet) on Pigment printed fabric, pilling improvement (Blend with Cotton and Blend with PES), anti-slipping finishing package (Blend with Cotton and Blend with PES), improvement in Abrasion / Bursting effects in Woven / Knit fabric and sewability improver during stitching and garment making. ♦



SDC UK Design Competition was won by Ms. Nimra Shafiq of LCWU, Jhang.

Ms. Amea Khalid of NTU and Ms. Talia Amjad of UAF secured second and third position respectively. Whereas, Mr. Muzammal Bin Khalid of Hajvery University, Ms. Khoosh Rooth of Punjab University and Ms. Armeen Hassan of UMT secured fourth, fifth and sixth positions respectively.

Archroma Sustainability Day 2019 mementos of appreciation were presented as a tribute to participating brands. Patola Brand and Rashid Textile Mills earned first and second position respectively. Masood Textiles received Sustainability trophy of the year.

Conference

