



DyStar to present variety of innovations at ITMA

DyStar will once again be highlighting a variety of innovations designed to meet the ever-changing needs of their focus industry sectors: Fashion, Denim, Outdoor, Carpet, Automotive, Home textiles, Technical Textiles and Digital Printing.

With sustainability being a prime focus of the ITMA, DyStar will present solutions to improve resource efficiency and reduce waste. One of the resource optimization solutions that will be launched at ITMA is the new web based DyStar tool – eliot™. Visitors can experience how this expert system facilitates the product selection for best efficiency in the dyeing process.

A number of exciting new product innovations will also be highlighted by DyStar:

- ❖ The new Levafix® Eco range for exhaust and continuous dyeing of cellulosic, completely free of p-CA and other regularly controlled amines;
- ❖ Dianix® XF2 disperse dyes with outstandingly high wet fastness

- ❖ Recently launched Realan® Black MF-PV for wool that is based on a newly developed chromophore which is completely free of heavy metals.

These innovative dyes will be complemented by new textile chemicals: PFC-free water repellent Evo® Protect products that are in accordance with the ZDHC MRSL requirements and ultra-low formaldehyde resins that fulfill the new EU regulations.

For Digital Printing DyStar will present a full solution package consisting of high quality inks and complementing auxiliaries for preparation and finishing. DyStar will show Jettex® inks based on all dye classes currently used in industrial digital textile printing, available for all print heads. The high quality inks provide market leading high strength, brilliancy and long lasting runability performance.

As a highlight, the Digital Printing team will showcase innovative Jettex inks based on novel chemistry, providing particular process advantages especially for fashion printers.

Furthermore, Zimmer and DyStar have jointly developed new ink jet solu-

tions for furniture- curtain-, terry-towel and workwear textiles with extreme fastness properties. This development project will lead to completely new applications of inkjet technology.

Visitors from the Automotive and Home textile sectors will find a selection of Dianix Dyes with excellent light fastness performance. There will also be plenty of new ideas in the conventional printing area to unlock design opportunities in fashion and home.

DyStar will also be presenting its complete denim solution package with DyStar Indigo VAT 40% solution, the cleanest indigo on the market, for the classic denim-blue; coatings for indigo based jeans for new blues; Lava products for colorful denim and fashionable wash effects; and a selection of pre-treatment and finishing auxiliaries. With an eye to sustainability requirements DyStar's Denim team will present processes and technologies for saving, recovery and reuse of dyes, chemicals, water and energy.

DyStar will be welcoming visitors to its stand Hall 18, Stand B105 with a brilliant red carpet, dyed with Telon® Red M-CP. ♦