



Soorty's SmartCare+ collection is using Archroma's technologies for eco-advanced colors with hygiene & protection (Photo: Soorty)

Soorty selects Archroma technologies for a new denim collection combining eco-advanced colors with hygiene and protection



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As part of its active engagement in the fight against COVID-19, Archroma, a global leader in color and specialty chemicals towards sustainable solutions, today announced a collaboration with Soortry for the development of the Pakistan-based denim manufacturer's new collection combining eco-advanced colors with hygiene & protection technologies.

The collection will include some of the most advanced of Archroma's technologies, innovations and systems for coloration, hygiene & protection:

- ❖ An aniline-free* indigo system, Pure Indigo Flow, based on the new Denisol® Pure Indigo developed by Archroma to preserve the health of denim workers and aquatic life;
- ❖ A water-saving dyeing technology, ADVANCED DENIM, based on innovative dyeing processes used with sulfur-based Diresul® RDT blue specialties;
- ❖ An antibacterial treatment based on Sanitized® technology and designed to keep the garment odor-free, fresh and germ-free.

Such technologies were developed and selected by Archroma for their compliance with "The Archroma Way: safe, efficient, enhanced, it's our nature".

The approach finds its origin in Archroma's deep belief that it is possible to make the textile industry sustainable.

The denim collection will be introduced by Soortry under the brand SmartCare+ and will include denim fabric, garments and, coming soon, masks.

The articles will be introduced shortly to major denim brands and retailers, to be made available to consumers around the globe in the coming weeks.

"With the COVID-19 crisis impacting our communities in Pakistan and around the globe, we at Soortry feel that we need to explore every possibility not only to create beautiful and fashionable denim, as we do, but also to help protect our customers and the consumers", adds Asad Soortry (Executive Director) at Soortry. "Archroma presented us with exactly what we were looking for, an entire system of ingredients and processes aiming to create durable and wearable protection for clothing that are comfortable to wear and gorgeous to look at."

"Archroma is actively supporting manufacturers such as Soortry who are interested in



Mujtaba Rahim, CEO of Archroma Pakistan.

exploring antimicrobial and barrier products in everyday articles and fashion products," comments Mujtaba Rahim, CEO of Archroma Pakistan. "Yet, Soortry takes the challenge one step beyond by associating such hygiene & protection effects with coloration technologies that have a much lower impact on our planet's water reserves. Doing so, they tremendously help us in our ambition to help create authentic and innovative denim with a soul, because it's our nature!"

*** Below limits of detection according to industry standard test methods.**

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