



The BHive® is a trademark of GoBlu International Ltd.

# Archroma becomes ‘The BHive®’ partner to help foster chemical compliance and management across the textile supply chain

**Archroma, a global leader in specialty chemicals towards sustainable solutions, announced that it has become a The BHive® partner to help foster chemical compliance and management across the textile supply chain.**

The BHive® is an innovative digital chemical management platform that provides at-a-glance information about chemical products to its users. It was developed by GoBlu International Ltd. to allow manufacturing facilities to easily create digital inventories of the chemical products used onsite using a smartphone. They can identify in a matter of seconds which products meet sustainability requirements of their brand and retail customers, who they can share this information with as well. This enables brands and retailers to achieve full

transparency about the chemical use in their global supply chain. Now, over 30 international fashion brands and 500 factories are partnered with The BHive® to drive sustainable chemistry in the textile and fashion industry.

More than 2000 Archroma chemical products and dyes are now included in The BHive® database. The company has been very active in the past few years in developing solution systems and innovations in line with the 3 pillars of 'The Archroma Way to a Sustainable World: Safe, efficient, enhanced. It's our nature'.

As part of this commitment, the global and local product stewardship teams of Archroma support customers in their efforts to comply with regulations, eco-certifications, and brand

requirements with timely and reliable information and documentation.

Paul Cowell, Head of Archroma's Competence Centers for Brand & Performance Textile Specialties, explains: "With the pandemic crisis, textile manufacturers are experiencing numerous logistic bottlenecks and challenges. With The BHive®, our partners have now an additional access path to the information about chemical usage and compliance for the Archroma products they keep at their facilities."

Lars Doemer, Managing Director of GoBlu International Ltd, adds: "We are pleased to announce our new partnership with Archroma and support their drive for more sustainable chemistry in the textile industry. We look forward to working together in the future." ♦