

Colors that stay and don't fade away

## High IQ® Lasting Color Performance Assurance

- Lasting Color eco is a quality assurance scheme based on home laundry tests combined with Huntsman's award winning AVITERA® SE dyes
- Reduces water and energy consumption by up to 50% without compromising color retention performance of the garment
- Reduced risk of color staining other garments during washing
- Suitable for EU and US home laundering programs



Durable performance



Colors won't wash out or fade

bluesign®  
APPROVED



Longer lasting garments



Produced with less water and energy



Enriching lives through innovation

### Headquarters

Huntsman (Singapore) Pte Ltd  
Textile Effects Division  
152 Beach Road  
#29-00 Gateway East  
Singapore 189721  
Telephone +65 6297 3363  
Fax +65 6298 0037  
pr@huntsman.com

### Europe Region

Huntsman Advanced Materials  
(Switzerland) GmbH, Textile Effects  
Klybeckstrasse 200  
4057 Basel, Switzerland  
Telephone +41 61 299 11 11  
Fax +41 61 299 11 12  
pr@huntsman.com

### Americas Region

Huntsman International LLC  
Textile Effects  
3400 Westinghouse Blvd,  
Charlotte, NC 28273, USA  
Telephone +1 704-587-5000  
Fax +1 704-587-5020  
pr@huntsman.com

### Asia Region

Huntsman Textile Effects  
(China) Co. Ltd.  
Flying Geese Mountain Industrial Park  
Shilou Town, Panyu District, Guangzhou  
511447, PR China  
Telephone +86 20 3937 7000  
Fax +86 20 8484 5222  
pr@huntsman.com

Enriching lives through innovation



High IQ®  
lasting  
color  
eco

Clothes  
look new  
wash  
after  
wash

Powered by  
AVITERA® SE Dyes

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Sustainability  
Innovation  
Collaboration

# Clothes look new, wash after wash

Garments retain their exciting vibrant colors even after repeated washing thanks to specially selected AVITERA® SE dyes. Avoid the disappointment of deep colored garments looking decidedly the worse for wear after repeated washing, when you choose the High IQ® Lasting Color eco program.







## Key Benefits

1. The world's only color retention program that delivers value through color performance
2. AVITERA® SE reactive dyes reduce environmental footprint by using 50% less water and energy in processing
3. Colors that stay and don't fade away
4. Bright shades retain their intensity during the lifetime of the garment
5. Dark shades stay dark, looking newer for longer
6. Longer lasting performance, wash after wash

# High IQ® Lasting Color eco

Combines the only leading color retention program with Huntsman's award winning AVITERA® SE reactive dyes. AVITERA® SE dyes provide economical and environmental sustainability by reducing water and energy consumption by up to 50%. Excellent washing-off performance of AVITERA® SE dyes shorten processing time and increase productivity.

## Typical water, energy and time savings during production\*

Best Available Technology	 WATER 36 - 40 l/kg	 STEAM / CO <sub>2</sub> 4.5 / 1.5 kg	 TIME 7 h
High® IQ Lasting Color eco	 WATER 18 - 20 l/kg	 STEAM / CO <sub>2</sub> 2.1 / 0.8 kg	 TIME 4 h
Based on balanced shade gamut 20% Pale   30% Medium 30% Dark   20% Extra Dark			

\*Figures may vary from mill to mill

# Colors that stay and don't wash away

High IQ® Lasting Color not only delivers innovation and quality, but also peace of mind. It ensures garments are made of fabrics that conform to specifications and will meet customer expectations.

After 20 washes\*



Conventional dyes



powered by  
AVITERA® SE Dyes

High IQ® Lasting Color fulfills consumers' need for garments to retain their new, attractive look for much longer.

\*for illustration purposes only

