

Lasting black for good

High IQ® Lasting Black eco Performance Assurance

- Lasting Black 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



Longer lasting garments



Produced with less water and energy

Visit www.high-iq.com to learn more about HIGH IQ® effects.

HIGH IQ® LASTING BLACK ECO / Lasting black for good



www.archroma.com
textileeffects@archroma.com

ARCHROMA MANAGEMENT LLC
Hardstrasse 1
4133 Pratteln
Switzerland

ARCHROMA TEXTILE EFFECTS
Archroma Singapore, Pte. Ltd.
1 International Business Park
#06-01 The Synergy
609917 Singapore

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SE EN ISO 9001:2015
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XXXXXXe, Global, 2024

Lasting performance for good


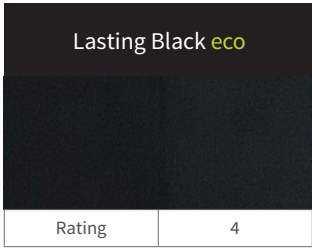

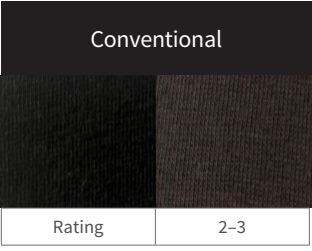
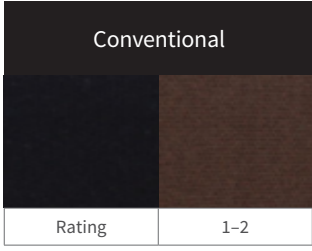

The HIGH IQ® Lasting Black **eco** color retention program delivers excellent value through color performance. Garments retain their vibrant color even after repeated washing thanks to specially selected AVITERA® SE Black dyes.

Key Benefits

- Reduced environmental footprint by using 50% less water and energy in processing
- Black shades that stay rich and don't fade away
- Black shades retain their intensity during the lifetime of the garment
- Black shades stay deep and vibrant, looking newer for longer
- Longer lasting performance, wash after wash
- Allow mills to produce fabrics/ garments free* from p-chloroaniline (PCA)
- bluesign® approved and suitable for STANDARD 100 by OEKO-TEX® certified textile products⁽¹⁾

*Current detection limit 5 ppm

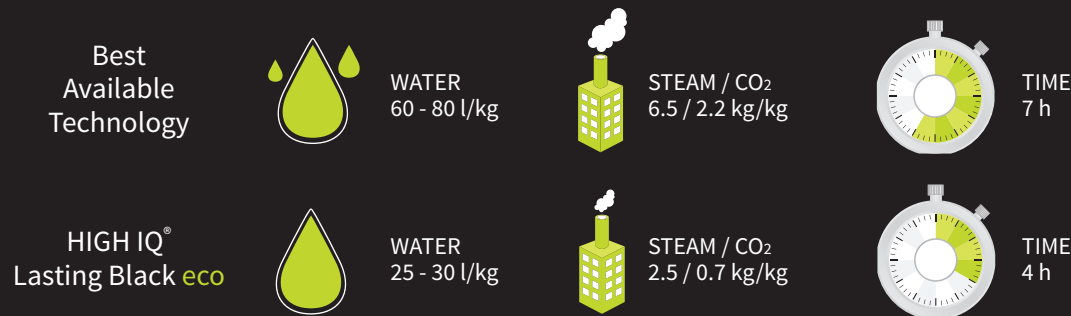
Unparalleled performance

Oxidative bleach ISO 105-C09 (3 cycles)	Chlorine Fastness ISO 105-E03, 150 ppm	Multiple HL Performance (30 cycles)
 <p>Rating: 4</p>	 <p>Rating: 4</p>	 <p>Rating: 4</p>
 <p>Rating: 2-3</p>	 <p>Rating: 1-2</p>	 <p>Rating: 3</p>

Lasting sustainability for good




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

Typical water, energy and time savings during production*



*Figures may vary from mill to mill

If 100 million T-shirts are produced with the HIGH IQ® Lasting Black **eco** program, we can save:

			
750 MILLION LITRES OF WATER	70 THOUSAND KILOTONS OF STEAM	2.8 MILLION UNITS OF ELECTRICITY	17.5 THOUSAND KILOTONS OF CO ₂ EMISSIONS

Lasting black for good Benchmark performance

After 30 washes



Conventional dyes



The HIGH IQ® Lasting Black **eco** performance assurance program fulfills consumers' needs for garments to retain their new, attractive look for much longer.