



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

Visit [www.high-iq.com](http://www.high-iq.com) to learn more about High IQ® effects.



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CERTIFIED TO  
SE EN ISO 9001:2015  
SN EN ISO 14001:2015  
SN EN ISO 45001:2018



HIGH IQ® LASTING COLOR ECO

/ Clothes look new wash after wash



XXXXXXe, Global, 2024



# 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 / CO2 4.5 / 1.5 kg/kg	 TIME 7 h
High® IQ Lasting Color eco	 WATER 18 - 20 l/kg	 STEAM / CO2 2.1 / 0.8 kg/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

High IQ lasting color eco

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