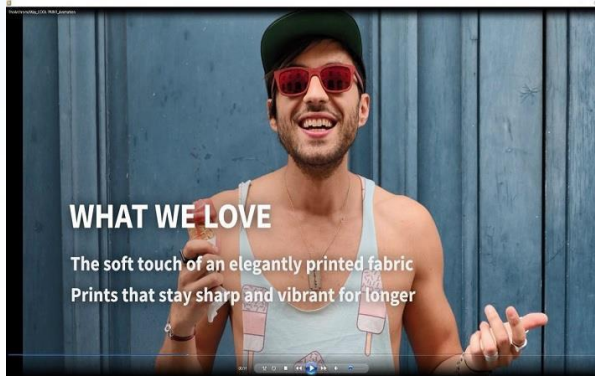


Archroma launches new formaldehyde-free curing binder



Archroma, a global leader in colour and specialty chemicals towards sustainable solutions, has recently launched at ITMA its new Helizarin LTC New liq, a formaldehyde-free low temperature curing binder for pigment printing on all kinds of fibres. The innovation was developed in compliance with 'The Archroma Way: safe, efficient, enhanced, it's our nature'. Helizarin LTC New is a binder designed for low temperature curing or no curing. This allows to reduce the fixation temperature and time compared to conventional pigment printing processes. In addition, manufacturers will not experience the change of shades that sometimes occur with high temperature processes, said Archroma in a press release.

When using Helizarin LTC New, [textile](#) manufacturers can therefore improve the productivity of their printing process and reduce their energy consumption. It is also a

welcome solution for textile manufacturers who do not have curing equipment, since it offers similar to better fastness than commodity binders that have been treated through a full process, and excellent fastness on synthetic fibres such as polyester and polyamide. When it comes to the final result on the fabric, Helizarin LTC New allows the creation of soft and durable prints for premium quality articles.

The new product will be the core of Archroma's Cool Print, a complete formaldehyde-free system that keeps printed textiles soft and durable, and the planet cooler.

The system, which combines Helizarin LTC New with Luprintol softening and fixing auxiliaries and Printofix pigment preparations, allows manufacturers to realise potential savings of up to 30 per cent in processing time, 45 per cent in energy consumption and 44 per cent CO2 emissions – compared to benchmark pigment printing.

Helizarin LTC New, as well as the Cool Print system, is formaldehyde free and registered under REACH. It can be used in line with the ZDHC & bluesign requirements, is compliant with the Oeko-Tex Std 100 Class 1 standard for baby wear, and with the MRSL of the most major brands.

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“Helizarin LTC New was developed by Archroma’s R&D team together with experts at our Global Competence Center for printing, based in Barcelona, Spain,” said Joaquin Femat, head of business development for printing, [brand](#) & performance textile specialties at Archroma. “As The Archroma Way is based on Safe, Efficient and Enhanced as its three pillars, we designed an innovation that offers our customers a balanced combination of resource optimisation, safe handling, and controlled effluent. Because it’s our nature!” (PC)

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