

**Clariant Chemicals (India) Limited**  
PO Sandoz Baug,  
Kolshet Road,  
Thane 400 607

July 14, 2010

## **Media Release**

**Clariant Chemicals (India) Limited**

### *Clariant Chemicals at SDC Meet*

## *Towards a more sustainable solution*

**Mumbai, July 14, 2010** – The Textile Chemicals Business of India’s leading specialty chemicals producer - Clariant Chemicals (India) Ltd. participated in the International Conference on “Evolving Maze in Coloration” organized by Society of Dyers and Colourists (SDC). The event was split into two stages: one in Mumbai on June 4, 2010 and another in Coimbatore from June, 5-6, 2010. This international conference conducted technical sessions, panel discussion on Sustainability and Ecology, Coloration of Polyester and Cellulosics, and retail fashion and design.

Mr. Anjani Prasad, Head of Textile Chemicals, Clariant Chemicals (India) Limited was the chairperson of a panel discussion on “**Sustainability & Ecology**” while Mr. Stefan Schlosser, Head of Product Group Printing, Clariant International, Switzerland presented a technical paper on “**Pigment Printing – Past, Present & Future**”.

Mr. Prasad in his presentation explained that Clariant’s focus is on Consumer Safety, on Resources and Processes and on Environment. He elaborated on Clariant’s product safety processes for Textiles, which also included the declaration of safe product certifications. He explained the 4E concepts of **Ecology** (GOTS approved, Oeko-tex approved, Bluesign approved); **Economy** (Less water, Less time, Less energy); **Efficiency** (Right the First time, Reproducibility, Performance, Higher build up) and **Environment** (Bio-degradability, Bio-elimination, Fewer chemicals used and Less efficient load). He emphasized that, “We can employ methods and processes that can

save water, energy and time – which automatically results in savings not only for the manufacturer but also the end customer.

In the Technical session at Mumbai & Coimbatore, Mr. Stefan Schlosser elaborated on the **“Pigment Printing – Past, Present, & Future”** in which he touched upon the historical aspects of pigment printing. This is the oldest printing techniques known to mankind. But it was unimportant until the Second World War because of dull colors, loss of textile character as a result of hardening and poor fastness to wear and washing. Nowadays, pigment printing is the main textile printing techniques because of universal use even on blended fabrics and lower application costs compared to dyestuff printing (no washing and no steaming).

This was only possible by many developments in the components of a print paste:

- ➔ Thickeners changed from natural to emulsion thickening and later to synthetic ones.
- ➔ Brilliant organic pigments substituted dull inorganic pigments.
- ➔ Binding chemicals produced by emulsion polymerization.

Besides the ever present demand for more economical products and processes and the demand from retailers to narrow the gap between pigment and dyestuff printing, the main challenge for pigment printing will be the dramatic increase of ecological demands.

Clariant is addressing these issues and we have many products in our range like formaldehyde free binders and cross-linkers as well as amine free pigment dispersions that can meet the emerging needs and demands of an ecologically sensitive consumer. Our technologically innovative product range is tailor-made to satisfy even the most demanding product range“, explained Mr. Prasad.

*For further information, the company's website can be accessed at [www.clariant.in](http://www.clariant.in)*

**For more details or to send clippings kindly contact us at:**

**Clariant Chemicals (India) Limited**

*Philips Abraham, Corporate Communications, India*

Phone

+ 91 22 2531 5416

---

**Clariant – Exactly your chemistry.**

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant is represented globally by more than 100 group companies and employs about 17,500 people. Headquartered in Muttenz near Basel, Switzerland, it generated sales of CHF 6.6 billion in 2009. Clariant is organized into ten Business Units: Additives; Detergents & Intermediates; Emulsions; Industrial & Consumer Specialties; Leather Services; Masterbatches; Oil & Mining Services; Paper Specialties; Pigments; and Textile Chemicals.

Clariant is committed to sustainable growth, which is derived from its own innovative strength. Clariant's world-class products and services play a key role in its customers' manufacturing processes and add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and develop innovative, efficient solutions.

[www.clariant.in](http://www.clariant.in)  
[www.leather.clariant.com](http://www.leather.clariant.com)