



/ MEDIA RELEASE

ARCHROMA AND SANITIZED AG CELEBRATE A DECADE-LONG PARTNERSHIP AND ALIGN STRATEGICALLY FOR ENHANCED COLLABORATION IN MARKETING, SALES, AND TECHNOLOGY.

Pratteln, Switzerland, 24 January, 2024 – Archroma, a global leader in color and specialty chemicals, proudly announces the continuation of its longstanding partnership with SANITIZED AG, marking collaborative success in the textile industry. This enduring alliance has been a cornerstone in driving innovation and setting industry standards, particularly for odor and hygiene management within the home textiles and apparel industry.

The textile landscape has witnessed the transformative power of the partnership between SANITIZED AG and Archroma, resulting in cutting-edge solutions and unparalleled quality across diverse applications. Archroma, recognized as the number one chemical supplier in its markets, further solidifies its position through the acquisition of Huntsman's Textile Effects division in February 2023. "The acquisition enabled Archroma to broaden its global reach and technical expertise. Paired with our strong expertise in freshness additives, we enhance our marketing teams for joint communication, enhance the salesforce in the regions and strengthen our innovation force to drive the industry towards more sustainable solutions," says Michael Lüthi, CEO of SANITIZED AG.

The partnership is a testament to the commitment to excellence and shared values that have defined the collaboration since its establishment in 1989 (with the Textile Division of Sandoz AG). "Our strategic partnership marks a pivotal moment for the global textile market. Both our company's commitment towards sustainability, innovation, and technical expertise is a perfect match," adds Dharendra Gautam, Vice President Product Marketing and Strategy, Archroma Textile Effects.

With a focus on strategic development, Archroma and SANITIZED AG aim to reinforce mills and brands in elevating their products by adding the value of freshness to their products and providing high-quality effects. This collaboration offers customers a flexible package, completed with application support through technical service and expertise, along with access to a strong product portfolio. Notably, the partners are ready to lead market trends and transformations, particularly in freshness finishes, ensuring their collective success in the dynamic landscape.

The commitment to this cooperation symbolizes the resilience and strength of this alliance, and it is poised for continued success in the years to come.

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IMAGES:





/ Media Relations

Marilyn Chua
Archroma
media@archroma.com

Kim Lommaert
EMG
+31 164 317 021
klommaert@emg-marcom.com

Elvira Liebi
SANITIZED AG
communication@sanitized.com

/ About Archroma

Archroma is a global, diversified provider of specialty chemicals serving the branded and performance textiles, packaging and paper, and coatings, adhesives and sealants markets.

Headquartered in Pratteln, Switzerland, Archroma operates with more than 5,000 employees located in 42 countries and with 35 production sites.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to the principles of "The Archroma Way to a Sustainable World: Safe, Efficient, Enhanced. It's our nature!"; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency.

www.archroma.com

Sanitized® adding value since 1935

Sanitized® enhances textiles, polymer products as well as paints and coatings. The company develops its innovative technologies in Switzerland and markets them worldwide. The Sanitized® additives ensure odor-free textiles, the responsible protection of paints and treat polymers permanently with a hygiene function and material protection.

The all-embracing service for customers is unique: Standardized tests in the TecCenter, technical and regulatory advice, marketing support. Manufacturers and consumers have relied on the globally trusted Sanitized® brand for decades. It enables differentiation in the market and creates tangible added value for customers.

www.sanitized.com