

INTELLIGENT BLEACHING

organIQ

A SMART SOLUTION – FOR THE ENVIRONMENT TOO

The challenge is to bleach jeans in an environmentally-friendly way. The CHT Group developed the intelligent alternative to KMnO_4 . With **organIQ BLEACH**, the first purely organic bleaching agent for denim fabrics, jeans bleaching becomes innovative. An effective and reproducible jeans finishing of which the environment also benefits.

Sustainably innovative

- Purely organic bleaching agent
- Free from heavy metals, chlorine and AOX
- Completely biodegradable
(>99 % in compliance with OECD 301B)
- Without persistent components
- No danger to the environment, no pollution of the waste waters with toxic substances
- Complies with restricted chemical lists and so meets legal regulations

organIQ BLEACH is the innovative system perfectly combining economic efficiency, process safety and environmental friendli-ness. An intelligent innovation of the CHT Group – we take care. Please feel free to contact us!



More information and the **organIQ** video clip see www.cht.com

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SMART CHEMISTRY
WITH CHARACTER.

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MORE THAN 1000 TONS OF POTASSIUM PERMANGANATE PER YEAR

The spray treatment with potassium permanganate (KMnO_4) belongs to the worldwide most common procedure to bleach denim fabrics in a reliable and durable way.

KMnO_4 is sprayed on the pretreated jeans. Light parts or the very popular 'used look' can be produced. An effective procedure but with risk to the environment and health.

Every day worldwide more than 3 tons potassium permanganate (KMnO_4) are used – an enormous discharge into the waste water.

Effectively a challenge

- Manganese is a heavy metal and not biodegradable
- Potassium permanganate (KMnO_4) belongs to the substances which are particularly dangerous to the environment with high fish toxicity
- In many countries there are strict regulations or even an obligation to provide evidence to avoid any misuse of KMnO_4 .

An intelligent and environmentally friendly bleaching is required! Everyone is looking for this – environmental organisations, fashion and textile producers as well as laundries and end users.

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