

Press Release

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CHT Group with new Instagram channel for Jeans & Garment

Everybody wears them - old or young, both in business and at leisure: Meanwhile, it is almost impossible to imagine the wardrobe without jeans. Almost all people have jeans, but few are aware of the harmful environmental effects inherent in many of the currently applied finishing for the blue trendsetter.

For years CHT has been dealing with this topic with intensive research and development and has created chemical products with its innovative organIQ range, which contribute to an environmentally compatible finishing of denim. In order to increase the awareness of this topic in the wider public, the CHT Group has been communicating its environmentally friendly organIQ products via its own channel on the free Instagram platform since July this year. Under @chtjeansandmore followers are kept up to date with expressive pictures and videos, personal stories and useful product information about the topic of jeans and garments. Through visual contributions, our customers and end users are to be informed equally about current topics, but also are to be able to make direct contact quickly.

The initial focus of the channel is the innovative and sustainable organIQ product range, which does without chlorine as well as heavy metal compounds such as potassium permanganate and even pumice stones, so that their limited stock is preserved. In terms of ecology and economy, this technology is trend-setting on the denim market. Consumers, manufacturers and nature equally benefit from CHT. The use of these innovative products reduces water consumption by up to 70 % while reducing the wastewater load to a minimum (further information at www.cht.com/organiq).

With the new Instagram account, CHT wants to appeal to target groups authentically and emotionally and further increase awareness of the organIQ brand among the currently 1 billion Instagram users.

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About the CHT Group

The CHT Group, a medium-sized global player for speciality chemistry, is worldwide active in development, production and sales. CHT Germany GmbH in Tübingen is the headquarters of the group of companies which focuses on sustainable chemical products and process solutions.

TEXTILE SOLUTIONS of CHT improve the quality, functionality as well as look and purity of textiles and optimise their manufacturing processes.

In the fields of silicones, building materials, paints, coatings, paper, agrochemicals as well as cleaning and care products innovative products and process solutions are provided by INDUSTRY SOLUTIONS.

By bundling the strengths of the complete group further innovative products, applications or processes are permanently developed and vast technical support is offered within the SCIENCE & SERVICE SOLUTIONS. Highly qualified specialists work in state-of-the art laboratories for development, analytics and application technique in order to work out ideas and solutions that meet the latest requirements.

The CHT Group with its own production and sales locations is represented by more than 29 companies worldwide. In the financial year 2017, the CHT Group generated a group turnover of 456 million Euro with around 2,200 employees.

For more information please visit us at www.cht.com

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