

PRESS RELEASE

27 April 2026

Two new shades expand the BEZAKTIV S-W range

BEZAKTIV Fuchsia S-W and BEZAKTIV Midnight Blue S-W combine design flexibility with high process reliability

With BEZAKTIV Fuchsia S-W and BEZAKTIV Midnight Blue S-W, the BEZAKTIV S-W range is being expanded to include two new reactive dyes. These two new additions build on the proven properties of the range and specifically complement it with additional color shades while maintaining the same high level of reliability in reactive dyeing.

The new dyes are characterized by very high multiple wash fastnesses, contributing to long-lasting, stable color results. Even after numerous wash cycles, the textiles retain their fresh appearance. Excellent combinability combined with low sensitivity to process variations ensures high reproducibility and reliable right-first-time performance.

This increases process reliability and supports stable production output. Another advantage lies in the expanded color spectrum, which opens up additional shades offering thus greater creative freedom. In addition, very high light fastnesses ensure brilliant and stable colors even under intense use.

The new dyes are metal-free and comply with DIN EN ISO 14362-1:2007-05 with regard to para-chloroaniline and other arylamines.

The expanded color spectrum is purposefully complemented by two new dyes:

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- BEZAKTIV Fuchsia S-W for light pink to medium red shades
- BEZAKTIV Midnight Blue S-W for medium to deep bluish shades

About the CHT Group

The CHT Group is a globally active foundation-owned specialty chemicals manufacturer headquartered in Tübingen, Germany. We offer sustainable chemical solutions for numerous industries and have an international presence with around 2,500 employees and 26 production sites. In the financial year 2025, the CHT Group generated a group turnover of 572 million Euro.

Our portfolio includes **Textile Solutions** (dyes and auxiliaries for the entire textile value chain), **Industrial Solutions** (specialty silicones, paper, and pulp technologies, washing solutions, care ingredients), and **Functional Chemicals** (chemical additives for paints, coatings, construction, adhesives, leather, chemical producers, agrochemicals, mining, and release agents).

The CHT Group is certified according to international standards and is committed to sustainability and social responsibility.

In 2028, we will celebrate our 75th anniversary.

For more information, please visit www.cht.com

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