

## Garmon launches *white&green* line at the Amsterdam Kingpins Show.

*Unveiled the solutions for a completely sustainable bleaching, in full compliance with **greenofchange**® requirements.*

**Amsterdam, April 10, 2019** – Garmon Chemicals confirms itself as a pioneer in chemistry specifically applied to garment treatment, at the forefront in terms of product research and active promotion on the sustainable issue. The Dutch show is the ideal stage to present a preview of **the latest innovation** born out of Garmon’s volcanic R&D department. It is **Avol Lime, the revolutionary and ecologically-advanced neutralizing agent**. Used in combination with *Avol Oxy White* (the bleaching agent that represents the safe alternative to potassium permanganate), it allows to obtain a fully safe and sustainable bleaching process.

### ***white&green*: solutions for eco-bleaching**

*white&green* is the ultimate solution to obtain a safe and sustainable jeans discoloration process. The new line provides two avant-garde solutions: two highly performant products, both representing a safe and conscious alternative.

Two souls presenting unique characteristics:

#### **The “white” soul**

- the highest level of whiteness
- superior bright shades
- stylish vintage looks
- extraordinary contrasts

#### **The “green” soul**

- safe alternative to dangerous products
- significant energy savings
- classified in ZDHC gateway (from level 1)
- **greenofchange**® approved

### **1. Avol Lime: the safe neutralizer**

Presented in preview at the Amsterdam Kingpins Show, *Avol Lime* is the most advanced neutralizer in terms of sustainability. **Providing the real alternative to hydroxylamine and sodium metabisulfite** (typically the most used product in the process of potassium permanganate neutralization), *Avol Lime* is **very safe for workers’ health**. It is also classified at level 1 in the ZDHC gateway, **and carries a series of crucial advantages** compared to a standard neutralization process:

- removes more effectively permanganate and its residues from garments, up to 40%
- provides garment with better contrasts and brighter discolorations
- is active at room temperature

## 2. *Avol Oxy White*: the real alternative to potassium permanganate

Among top of the range Garmon's sustainable solutions, *Avol Oxy White* represents a challenge to the usage of permanganate in garment discoloration. The innovative bleaching agent designed to obtain localized effects on denim **is an ecologically advanced product, featuring numerous benefits:**

- free from manganese compounds, heavy metals or halogenated derivatives
- stunning quality and perfect used look on the final product
- safe to handle
- easy to apply
- no tumble drying or curing required

The whole *white&green* package is perfectly compliant with the requirements of **greenofchange**® platform.

### **greenofchange**®: the new hangtag to inform consumers in a transparent way

**greenofchange**® is Garmon platform that offers a solid and innovative approach to the problem of sustainability in the fashion industry. To respect the **greenofchange**® guidelines, garments must be treated with certified Garmon chemicals, through a finishing process based on the efficient use of resources.

**One of the latests novelties of the platform presented at the Kingpins Show is the special hangtag including a QR code**, that can be featured on all garments whose finishing process complies with **greenofchange**® requirements. **After scanning the code, we are provided precise information on the amount of natural resources that were saved in the finishing of that single garment**, along with all information related to the safety of the chemical compound with respect to the environment, workers and end-consumers.

#### **About GARMON CHEMICALS**

Garmon Chemicals is a leader in the R&D and marketing of total chemical solutions for the apparel industry. Our R&D center is not just a chemical laboratory; it is the soul of innovators. With vitality, experience and attention to the environment, our highly specialized chemists and technical teams push the boundaries of textile chemistry and challenge traditional ideas every day.

Website: <http://www.garmonchemicals.com/>

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