



/ MEDIA RELEASE

ARCHROMA AND NATIONAL TEXTILE UNIVERSITY JOIN HANDS TO STRENGTHEN RESEARCH IN TEXTILES

Reinach, Switzerland, 23 April 2019 - Archroma, a global leader in color and specialty chemicals towards sustainable solutions, announced it has signed a memorandum of understanding with the National Textile University (NTU) in Pakistan. The memorandum will pave way for cooperation initially for a five-year period.

The partnership will explore innovations in textile research with futuristic visualization to help the textile industry to align with the fast pace of global requirements and evolutions. Another important aspect of this collaboration will be research in the field of unsaturated polyester resins in establishing quality and accessible product lines in non-conventional technical textiles. Both partners will jointly hold sessions to prepare students for the challenges of the textile industry through in-house training sessions, developmental projects, research in textile applications and process innovative methodologies by pioneering value additions. The students of NTU will also be able to join internship placement programs at Archroma's Center of Excellence in Karachi.

The memorandum was officially signed at a ceremony recently held in Faisalabad, Pakistan, by Dr. Tanveer Hussain, Rector of NTU, and Mujtaba Rahim, CEO of Archroma Pakistan Limited.

Speaking at the occasion, Mujtaba Rahim said: "We, at Archroma, believe in continuous improvement and challenging the status quo leading to enhance sustainable growth especially in our product lines creating value for our stakeholders. Our partnership will go a long way in adding value in the fast growing textile segment, from education to R&D development."

"This partnership is going to have far-reaching impact in textile research which will bear highly positive results for NTU and Archroma. Our academic team has already collaborated with Archroma on projects that will have a far reaching impact on the textile industry. We are very enthusiastic about formalizing our mutual relationship and look forward to interesting research outcomes. Industrial liaison of students will create confidence and the training, internships and working sessions will benefit them in their career development," Dr. Tanveer Hussain commented.



Dr. Tanveer Hussain, Rector, National Textile University, Pakistan and Mujtaba Rahim, CEO of Archroma Pakistan Limited, exchange the memorandum of understanding signed between the two organizations. (Photo: Archroma)

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/ Media Relations

Muriel Werlé
Archroma
+65 68667422 or +65 9836 8772
muriel.werle@archroma.com

Josina van der Velden
EMG
+31 164 317 014
jvandervelden@emg-pr.com

/ About Archroma

Archroma is a global color and specialty chemicals company headquartered in Reinach near Basel, Switzerland. It operates with 3,000 employees over 35 countries and with 25 production sites. Its three businesses – Brand & Performance Textile Specialties, Packaging & Paper Specialties, and Coatings, Adhesives & Sealants – deliver specialized performance and color solutions to meet customers' needs in their local markets, touching and coloring people's lives every day, everywhere.



Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to challenging the status quo in the deep belief that it can make its industry sustainable; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency. Products enhanced, colors enhanced, performance enhanced – "Life enhanced".

www.archroma.com

/ About National Textile University

The National Textile University is the premier institution of textile education in Pakistan. It was formerly known as National College of Textile Engineering affiliated with University of Engineering and Technology, Lahore since 1976. The campus is spread over an area of 62 acres. National Textile University aspires to have a transformative impact on the socio-economic development of the country in general and textile & clothing industry in particular, with outstanding education, research, and eco-friendly innovation.

Mission

The mission of National Textile University is to contribute towards sustainable socio-economic development of society and welfare of humanity through pursuit of excellence in education, research and innovation in areas of National importance, with special emphasis on textile and clothing.

<http://ntu.edu.pk/>

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.