

DyStar launches new shades for fashionable denim



The DyStar Denim Team has developed four new blues shades for fashionable denim, based on DyStar's patented Indigo Vat 40% Solution.

The company is celebrating a 'Festival of Blue' with the launch of the four new shades—Sky Blue, Ever Blue, Full Blue

and Deep Blue.

Sky Blue is a bright blue that has a clear look after the wash-down process is applied, while Ever Blue is a ring dyeing and keeps jeans after washing and fading forever blue. Full Blue is a core dyeing to make jeans appear bluish after wash down, whereas Deep Blue is a very special process to provide an extremely dark shade and more resistance to fading.

The Denim team at DyStar has a strong focus on environmental-friendly solutions and on providing the best service to their customers. The team also strives to inspire the denim industry with new shades and effects.

Commenting on the new shades, Naceur Azraq, global technical manager Denim at DyStar, said, "We not only want to provide the best product, but we also want to be an inspiration for denim fashion by launching these fresh new blues."

"With these new developments, the DyStar denim team continues the way to offer the best and most innovative solutions to our Indigo Solution customers," said Thorsten Hüls, head of marketing & sales Denim, in a statement.

DyStar Indigo has a history of almost 120 years of technical development and inspiration. The core product is the state-of-the art DyStar Indigo Vat 40% solution which allows a cleaner indigo dyeing process and a reduction of the Sodium Hydrosulfite usage by 60%-70%.

Being a solution provider, DyStar offers not only a high quality dye. The DyStar Denim Solution also includes auxiliaries to provide beautiful, fashionable wash effects, Lava dyes for colorful denim and a service team that supports our customers in all important denim markets.

DyStar is a leader in both product and application innovation for the textile and leather industries. From being specialized in coloration, the business has since evolved into a sustainable solution provider, offering the industry an extensive range of colorants, auxiliaries and services. With a presence in over 50 countries, DyStar Group ensures efficient expertise is delivered to global and local customers in brands & retailers, mills and dye-houses.

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