

**Textile Effects**

# Welcome to Huntsman Textile Effects





# Welcome to

## **Dynamic • Fast Growing • Innovative**

Huntsman is one of the world's largest chemical companies. We are a fast growing, dynamic and innovative company with a wide range of specialty chemicals businesses.

Our operating companies serve a variety of global industries including textiles, coatings, footwear, automotive, furniture, aviation, construction, detergent, agriculture, healthcare, personal care, appliances and packaging.



# Textile Effects

## Competence

- **Effect competence**  
Delivering value adding effects for our customers' textiles
- **Process competence**  
Applying know-how and expertise to help improve customers' processes

As a leading manufacturer of innovative dyes and chemicals with core competencies from a broad range of technology platforms, we have the know-how and expertise to meet our customers' needs.

## Innovation

- **Product innovation**  
Launching over 50 products every year
- **Process innovation**  
Introducing innovative solutions to increase process efficiency
- **Marketing innovation**  
Bringing up-to-date marketing communication support

Innovation is one of the highest priorities at Huntsman Textile Effects. Proof of this innovative spirit can be found in the recently launched High IQ™ branding program which underlines Huntsman's commitment to investing in specialty chemicals and textile innovation.

## Social Responsibility

- **Commitment to improved ecology**  
Investing to improve the ecology of our products and processes
- **Optimized use of energy and water resources and minimizing of effluent**  
Improving the efficiency and sustainability of customers' textile processes

Huntsman is dedicated to establishing the highest moral and ethical standards and is convinced that enriching lives through innovation can be achieved through integrity and good business policies. Social and environmental stewardship are key words in the Huntsman philosophy.

# Huntsman



## Region Europe

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