



We aRe SpinDye® is an ingredient brand that offers a technically innovative color system

Swedish company We aRe SpinDye® will be showcasing itself and SpinDye dyeing technologies at the upcoming PERFORMANCE DAYS. The recently founded company rightly claims to have revolutionized dyeing processes for polyester materials and will be presenting its future-oriented formula for success to a wide range of specialists at the most important trade fair for functional fabrics. Older methods dye the finished thread, whereas We aRe SpinDye® dyes the polyester before it is processed into thread. Fabrics dyed in this way also have an unprecedented color consistency, far longer durability and seemingly endless UV resistance and color fastness.

The Key performance indexes talk for themselves:

- **85%* less water consumption during the entire coloring process**
- **70%* less chemical consumption**
- **Significantly improved energy consumption (30-40%*)**
- **CO2 imprint reduced by 30%***

*(*all numbers are in average and are stated by third part Swerea)*

We aRe SpinDye® delivers a clean, traceable coloring method of textiles with an unparalleled performance and long term awesomeness. By adding the pigment to the spinning solution, prior to extrusion, the pigment becomes a homogenous part of the fiber. The dirty and environmentally hazardous process of dyeing is eliminated from the production process.

This production method demonstrates several functional benefits: Excellent colorfastness that withstands sunlight, laundry detergent, abrasion, and even bleach. Resulting in perfect color consistency between finishes and zero deviations between batches. The SpinDye®-coloring method focuses primarily on working with

polyester and recycled polyester. A trailblazing and sustainable technique, soon could be the new industry standard.

For the sport/outdoor brand or fashion house, having foresight and being proactive will help to reduce the amount of failed lab-dips and rejected dye lots so it's just good business sense.

As for the rest of the world: it's a hugely sustainable program. Peace of mind comes with the knowledge that waste, chemicals and water use are kept to an absolute minimum.

Excellent color fastness - longer lifetime - enhanced garment performance

Meet We aRe SpinDye® at PERFORMANCE DAYS Booth NR R09 and attend the workshop.

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