

**PRESS INFORMATION****2019 - 05 - 02****FOR IMMEDIATE RELEASE****DyStar® intensifies interaction with brands at PERFORMANCE DAYS in Munich**

DyStar®, the leading dyestuff and solution provider, for the first time will use the PERFORMANCE DAYS in Munich (May 8<sup>th</sup> & 9<sup>th</sup>) as a platform to showcase its innovative new products and processes, partly developed in collaboration with selected partners.

Located at **Hall C6, Booth P08**, show visitors will have a chance to participate in several workshops that allow direct interaction with the specialists from DyStar Group on environmental and technical solutions to improve efficiency and significantly reduce waste of valuable resources.

The workshop on the Cadira® Polyester module, for example, will highlight that reductions of 50% water usage and more than 40% of energy consumption are possible with optimized processing.

As a market leading supplier of high-quality water-based inks for digital printing, DyStar will present their renowned Jettex® reactive, acid, disperse and vat ink ranges that enable digital printers to achieve digital prints with high fastness levels, outstanding depth and sustainable processing results.

Being fully committed to sustainability, DyStar will leverage on the PERFORMANCE DAYS fair to reach out to more brands and retailers with similar goals for potential collaboration in the areas of color, color inspiration, communication and realization tools.

Two of the five workshops conducted per day will also highlight examples of successful collaborations that provided innovation and efficiency to the textile industry.

Experts from LENZING™ will present LENZING™ Lyocell, a sustainable cellulosic fiber that provides innovative solutions for workwear.

Additionally, Datacolor® will present the new ColorReader Pro, a new Ultra-Portable Color Measurement Tool for the textile and apparel industry.

DyStar cordially invites you to Performance Days Functional Fabrics Fair, where the latest trends in fabric development for the functional textile industry will be showcased.

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## About DyStar Group

The DyStar Group is a leading dyestuff & chemical manufacturer and solution provider, offering customers across the globe a broad portfolio of colorants, specialty chemicals, and services. With a heritage of more than a century in product development and innovation for the textile industry, DyStar also caters to multiple sectors including the paints, coatings, paper and packaging industries. Its expansion into the food & beverages and personal care sectors reinforces the company's position as a specialty chemical manufacturer. DyStar's global presence offers customers reliable access to experts from offices, competence centers, agencies and production plants spanning over 50 countries.

DyStar's key service divisions assist brands & retailers and their industry partners from their first inspiration throughout the entire supply chain to ensure that they meet stringent quality and ecological specifications, reduce costs and shorten lead times. We offer state-of-the-art color communication through **Color Solutions International**, as well as textile and ecology testing through **Texanlab**.

The DyStar econfidence® program is designed to provide assurance to textile customers that the dyes and chemicals supplied by DyStar comply with legal requirements. econfidence® also provides expertise so that selected products are compliant with voluntary Restricted Substances Lists (RSLs), including those of brands and retailers. Backed up by the most extensive eco-testing program of any chemical supplier in the industry, econfidence® supports long-term partnerships along the supply chain and fosters a more sustainable textile production.

Fully dedicated to quality management, DyStar is an ISO9001 Guardian Independent Certification (GIC) certified company. Our products for food & beverage undergo additional certifications, such as FPA, GFSI (SQF 2000), Kosher, Passover, and Halal. Each batch of certified food colors is tested and approved by a United States Food and Drug Administration (FDA) laboratory.

For more information, please visit [www.DyStar.com](http://www.DyStar.com).

