

How can dyeing cotton be more sustainable, without sacrificing color or quality?



While the fashion industry provides billions of people with colorful apparel, textile dyeing is the second largest cause of water pollution in the world¹ and consumes 5 trillion liters of water each year² – nearly enough to supply all humanity with drinking water.

Overall, the fashion industry represents 10% of global carbon emissions¹, even more than all international flights and maritime shipping combined.

As environmental and social impact play a bigger role in purchasing decisions, consumers are asking how fashion can be more sustainable.

ECOFAST™ Pure Sustainable Textile Treatment can help make a bold difference by dramatically reducing the amount of precious resources needed to dye cotton, without sacrificing color or quality.

More sustainable cotton dyeing

ECOFAST™ Pure significantly reduces water, process additives, energy and dye required to dye cotton textiles. This can ultimately help brands and mills meet their sustainability targets and address critical challenges like climate change, water pollution and water scarcity.

This award-winning technology meets ZDHC Roadmap to Zero Programme and Manufacturing Restricted Substances List (MRSL) standards while using up to:



50%

Less water with fewer rinses and faster cycle times



90%

Less process chemicals, including dyes, salt and other additives



40%

Less energy with room-temperature dyeing



50%

Less dye with improved uptake

A life cycle assessment further comparing conventional cotton dyeing to dyeing with ECOFAST™ Pure showed our patented technology can also enable



63%

Lower carbon footprint

¹ United Nations Environment Programme

² World Resources Institute

Color you can count on

- Achieve comparable or better colorfastness compared to the typical dyeing process
- Compatible with direct, reactive and acid dyes

Technical support to help you deliver

- Global network with local support to supervise, customize and optimize production processes
- Includes safe-handling training, resource savings measurement, leveling support and on-site liquor testing



How ECOFAST™ Pure works in your process

ECOFAST™ Pure is a cationic pretreatment that helps dye attract and bond better to cotton. This technology is optimized through pad application before the dyeing process. Typical textiles pretreated include knit and woven fabric, denim and garments.



Typical cotton

Negative charge repels dye and requires significant process additives for bonding



Cationic cotton

Permanent positive charge attracts dye and dramatically reduces process additives

Award winning technology



Please contact your Dow representative or visit www.dow.com/ecofast to learn more about ECOFAST Pure and request the full life cycle assessment.



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