

H i g h I Q ®

L A S T I N G C O L O R

## COLORS THAT STAY AND DON'T WASH AWAY



### BRIGHT AND DEEP SHADES

Take your pick amongst a wide variety of colors—exciting and vibrant or deep and dark.

### FEEL GOOD COMFORT

Enjoy the sheer luxury of soft and sleek clothes in the color of your choice.



### COLOR THAT LASTS

Relax in the knowledge that your clothes will keep their color and continue to look new and attractive.

### INNOVATIVE EFFECT FOR A SUSTAINABLE ENVIRONMENT

The manufacturer benefits from a production process especially designed for low water and energy consumption. The wearer enjoys lasting colors that retain their new look longer, so garments need replacing less often.



### HOW IT WORKS

Dyes are specially selected for their high fixation, excellent reproducibility, outstanding washing-off properties, and top light and wash fastness.

Less two-sidedness, fewer shade variations and shorter production cycles improve productivity.

- Fabrics: suitable for 100% CO, knitted and woven; exhaust and continuous application
- End uses: polo shirts, T-shirts, pants, socks

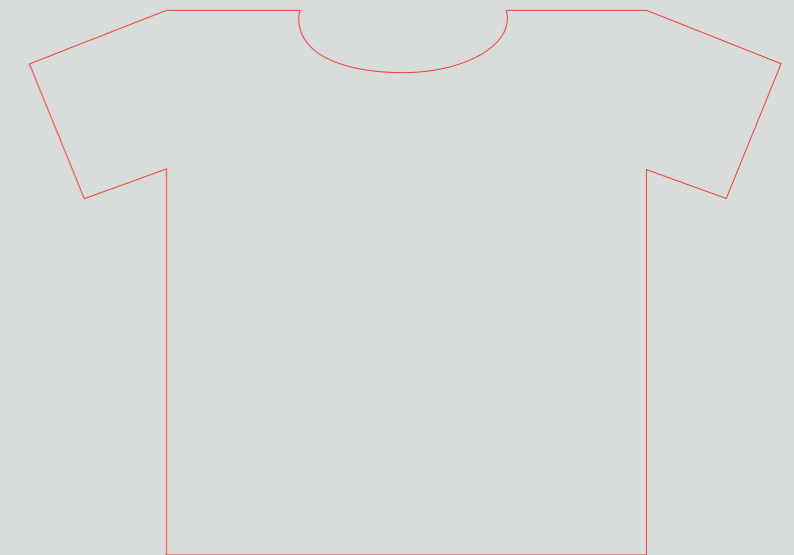
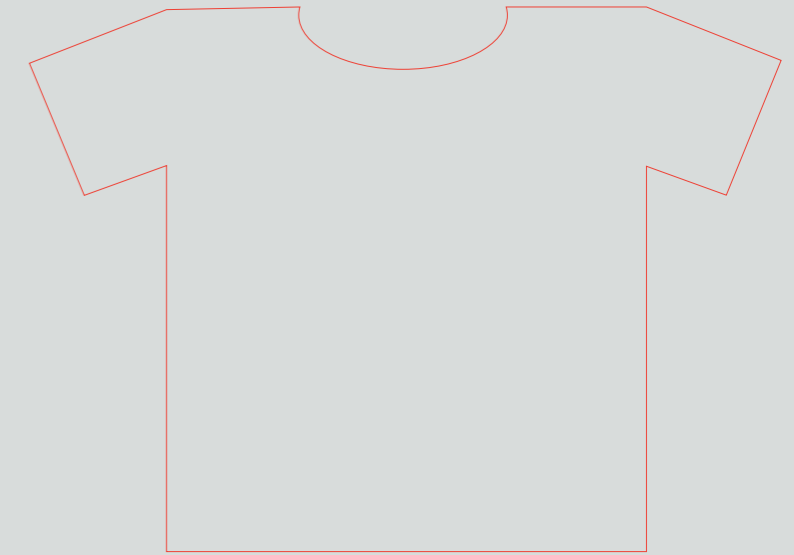
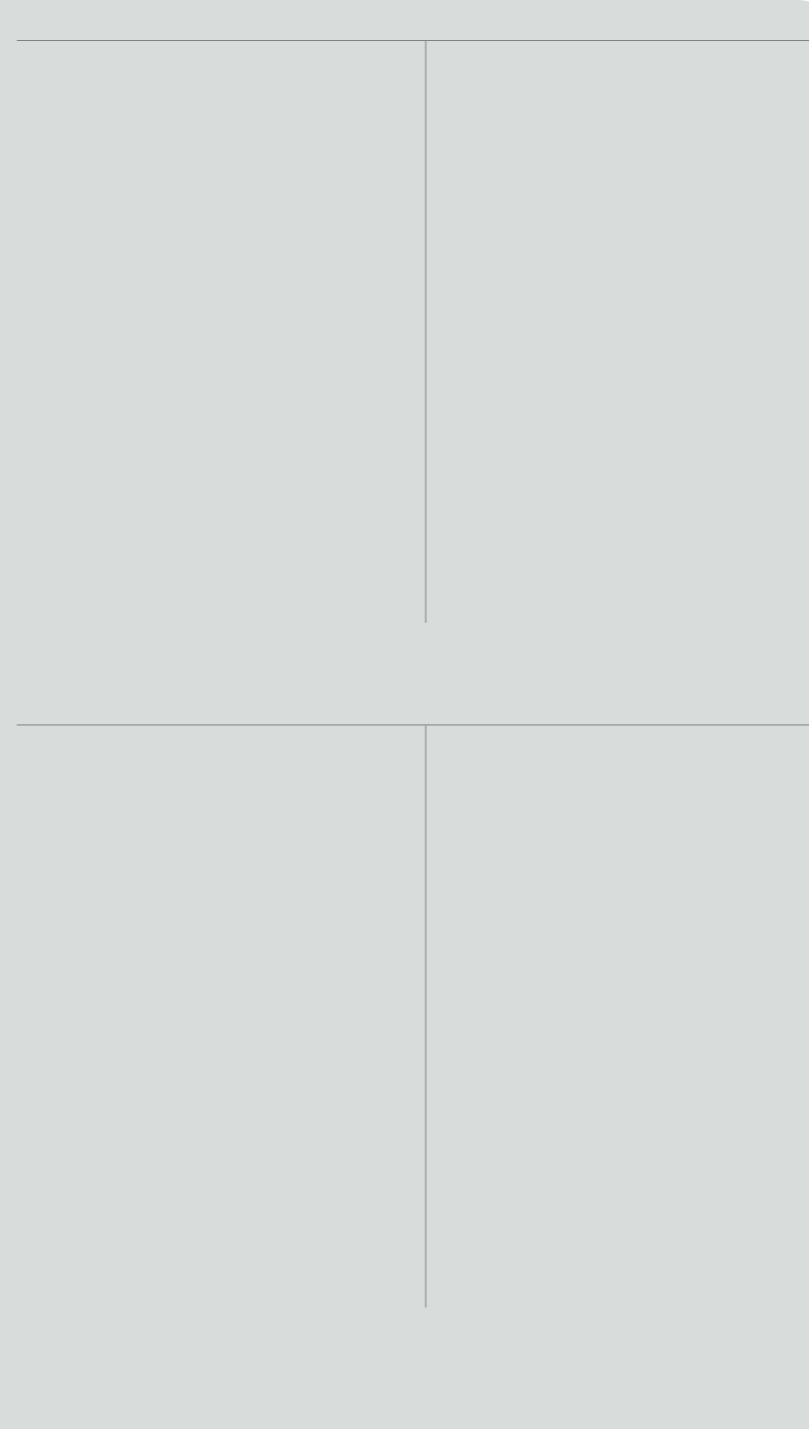
### TEST IT!

Sample top left: original dark shade

Sample top right: **High IQ® Lasting Color after 20 washes—virtually unchanged!**

Sample bottom left: original dark shade

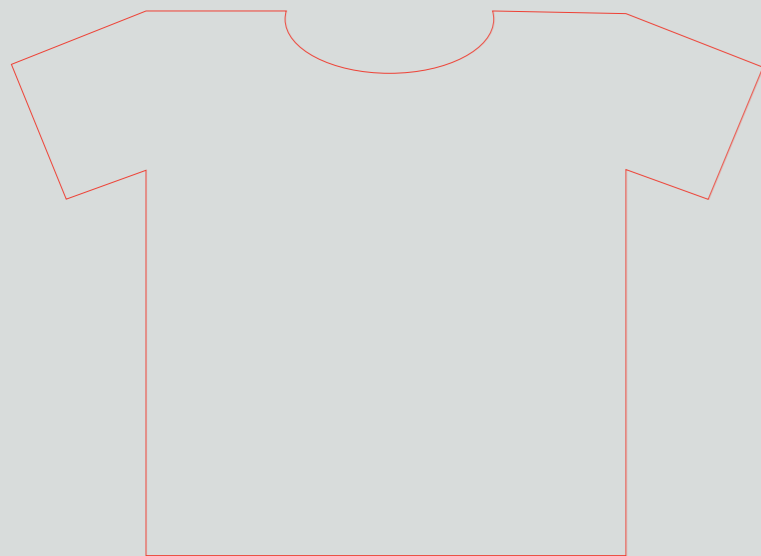
Sample bottom right: without High IQ® Lasting Color effect—fabric fading after 20 washes



I n t e l l i g e n t E f f e c t s

SEE IT!

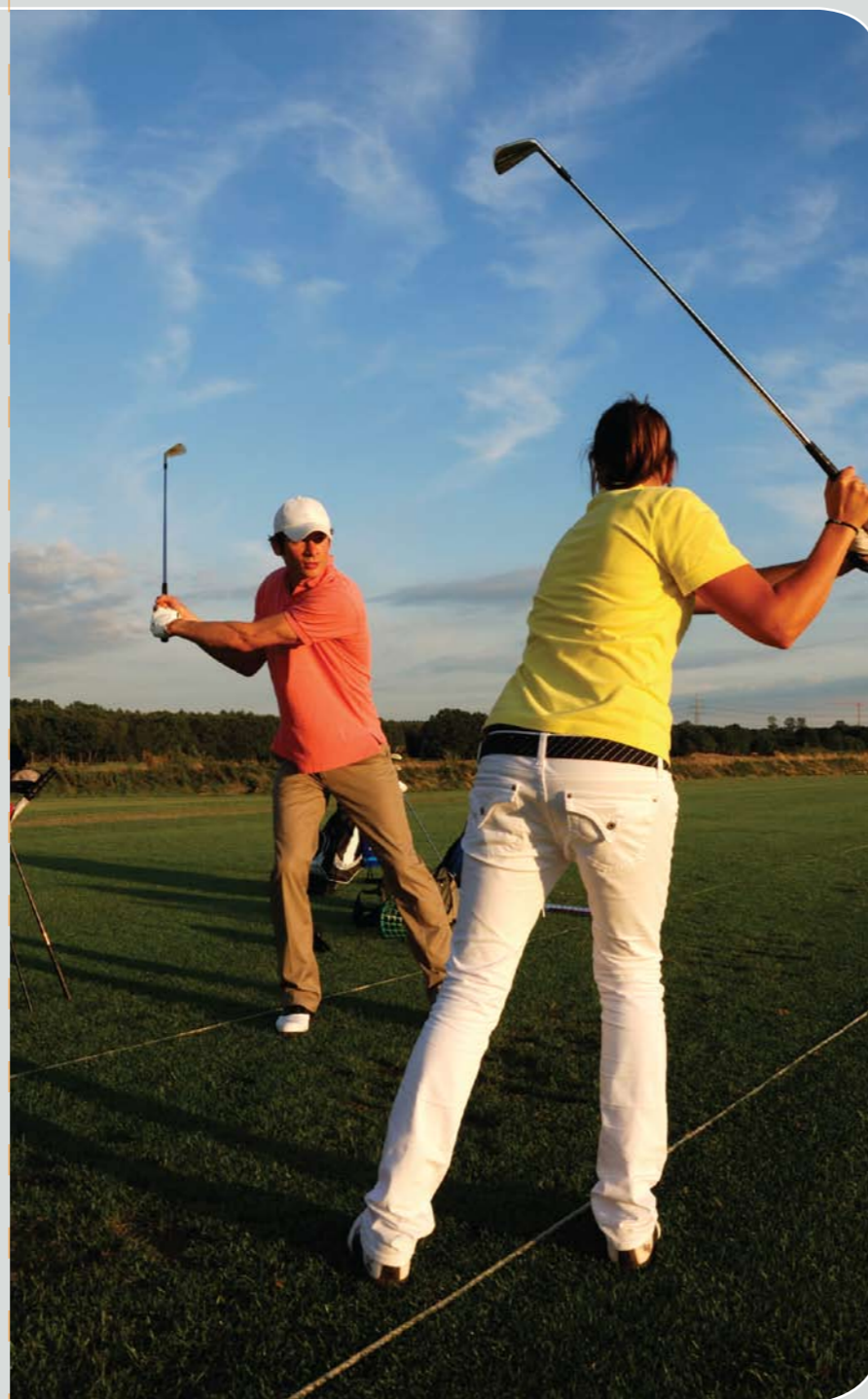
LASTING COLOR



High IQ®—best color performance



Usual performance



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IQ®

LASTING COLOR



Intelligent Effects