

## News Release

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### **Keeping Textiles Fresh – BASF & Arch Team Up**

NORWALK, Conn. – BASF's Performance Chemicals for Textiles business unit and Arch Chemicals, Inc. have formed a global alliance to market Arch's Reputex™ 20 freshness-enhancing finish and its associated Purista® brand label, which is used on treated consumer products. The companies will work together to enter new application sectors in everyday clothing and home textiles, such as shirts, fashion tops and bed linens.

This alliance will offer the industry unrivalled expertise. With the rise in consumer demand for comfort enhancing and easy care textiles, textile manufacturers as well as retailers and brands are looking for new ways to add value. As an expert in textile finishing, BASF can support manufacturers in smoothly implementing the new product into their existing processes. Furthermore, the already established positive appealing elements of the Purista brand proposition will support the retailer and brand in communicating the additional benefits to consumers.

Reputex is an antimicrobial treatment for cellulosic textiles such as cotton and cotton blends. It makes textiles stay fresher for longer by controlling the growth of micro-organisms, which would cause odor and fabric deterioration during today's lower temperature wash and wear cycles. This is a very useful benefit for consumers seeking increased comfort and easier care from textiles to support their busy lifestyles. On finished consumer products the Purista brand is used to communicate the benefits of purity, freshness, labor saving, and eco-friendliness. These benefits are captured with the

strapline – “Treated with Purista – Fresher for longer.”

BASF’s global textile network and technical know-how, and Arch Chemicals’ superior treatment technology and Purista branding activities, complement each other. “We wanted to join forces with a company that would strengthen our existing operations making Purista treatment available throughout the global textiles chain and at the same time offering technical development potential. BASF was the natural choice for us,” states Peter Cowey, International Business Manager - Textiles from Arch.

Dr. Michael Schmitt, Head of Innovation Textiles from BASF comments: “The freshness-enhancing treatment fits perfectly into our overall finishing product portfolio for the textiles industry. We can now offer customers additional functions together with our existing comfort enhancing finish. The benefits and strong position of the Purista brand opens up new market sectors, and brings BASF closer to the retailer and brand, as well as consumers.”

BASF and Arch will jointly participate at the Intertextile Shanghai Apparel Fabrics from October 25 – 28, 2006 (Shanghai New International Expo Centre, Hall 1, Booth No.1 E02-03). Purista treatment along with BASF’s performance and comfort enhancing finish will be presented.

### **About the Purista® Brand**

Purista® is the consumer brand name for Arch Chemicals' antimicrobial treatment that helps keep textiles fresh and clean longer by controlling the growth of odor-causing bacteria arising in everyday use. It is unique in three ways: technical performance, durability and its brand positioning. In October 2005, the U.S. EPA accepted a registration amendment to include the use of Purista® treatments on apparel and other textiles. Purista® freshness-enhancing treatment is currently used by more than 30 retailers, including GEORGE, NEXT, Moss Bros and Tesco, on such items as socks, suit linings, towels and linen. For more information about Purista® treatments, please visit <http://www.purista.biz/>.

**About Arch Chemicals, Inc.**

Headquartered in Norwalk, Conn., Arch Chemicals, Inc. is a global specialty chemicals company with approximately \$1.3 billion in annual sales. Arch and its subsidiaries have market leadership positions in the Treatment and Performance Products business segments, where they serve leading customers with forward-looking solutions to meet their chemical needs. Together with its subsidiaries, Arch has approximately 3,000 employees and manufacturing and customer-support facilities in North and South America, Europe, Asia and Africa.

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