How can dyeing cotton be more sustainable?

What a life cycle assessment tells us about typical cotton dyeing vs. dyeing with ECOFAST™ Pure Sustainable Textile Treatment

- 63% Lower carbon footprint
- 57% Less energy
- 42% Less water
- 85% Less process additives

What are the biggest contributors to these life cycle savings?

ECOFAST™ Pure helps...

- Reduce the washes needed to achieve the colors consumers want
- Reduce the water temperature needed to dye cotton

How does this product work in the dyeing process?

ECOFAST™ Pure is a cationic pretreatment that helps dye better attract and bond to cotton.

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

ECOFAST™ Pure. Color with Integrity.

Find more information at www.dow.com/ecofast