

Denim jeans – a perfect fit for the environment

Innovative Solutions



New technology from Dow Corning reduces water and energy use in denim finishing

You turn off lights that aren't in use, and you recycle paper to help the environment. You choose paper over plastic; you separate your garbage into wet and dry; you use hybrid auto fuels – all so that you can play your part in reviving the environment.

Now high-fashion has joined hands with high-tech silicon technology to enhance your efforts. Dow Corning has developed a denim processing solution that not only makes the fabric soft and supple, but is also environmentally friendly.

Denim requires a rigorous finishing process to make it soft and wearable. The traditional method of denim processing and finishing consists of many stages, and it consumes a lot of water. Dow Corning's new technology using its patented granulation platform reduces the number of steps required to process the fabric, ultimately minimizing the amount of water used. In addition, this process also reduces effluent output.

“Today's consumers are much more conscious of the impact their choices have on the environment,” said Anthony Feng, Dow Corning's global industry director for textiles. “Fashion and comfort still remain the main drivers for selecting fabrics, but today's consumer also considers the ecological effects of producing these fabrics.”

Given the increasing trend of moving towards ecologically sound technologies that will help reduce effluents and save more water, this technology enables our customers to make the wiser choice – that of protecting the environment.

More about Dow Corning

Dow Corning (dowcorning.com) provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicon-based technology and innovation offering more than 7,000 products and services, Dow Corning is equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States.

In India, Dow Corning (dowcorning.com/india) is one of the fastest growing specialty chemical companies. From their office in Mumbai and their new manufacturing site in Pune, they serve customers across India and South Asia in industries as diverse as textiles, construction, beauty & personal care, automotive, industrial lubrication, electronics and many others.

How to contact us

Dow Corning has sales offices, manufacturing sites, and science and technology laboratories around the globe. To learn how Dow Corning can help your business, contact your nearest Customer Service Specialist – find out how at dowcorning.com/contactus.

Images: Page 1 - AV11854

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