

TEXTILCOLOR AG presents itself in a new design

TEXTILCOLOR AG makes a stronger commitment to Swissness and sets an example: From February 2022, the letterhead of TEXTILCOLOR AG will be adorned with a new brand identity. The takeover by Detlef Fischer, which already took place in 2016, led to a change in culture.

At the beginning of the new year, the company presents itself with a revised brand identity and thus strengthens its ties to Switzerland as a business location. The former TEXTILCOLOR design existed since the foundation of the company in 1978. It no longer seemed up to date and no longer corresponds to the culture, which is newly shaped and lived by the TC team.



WE SURE KNOW TEXTILES

With the takeover of the business by Detlef Fischer, a suitable claim "WE SURE KNOW TEXTILES" was added some time ago.

The new design features youthful, fresh colors and preserves the company's traditional values through the unchanged claim. The Swiss cross in the company logo refers to the essential values of TEXTILCOLOR AG, which are strongly linked to the high Swiss quality standard. Even the constant striving for backward integration also leads to regional value creation and is a clear commitment to Switzerland as a business location.

Dear readers,
dear friends of Textilcolor,



Dear readers,

We are now in the endemic stage, we all hope so! Are you like me, you don't like to put on masks anymore? You want to reconnect with all your friends from the textile industry and want to get out and enjoy life?

We have tried during this time to continue to visit our customers and provide the usual service that our valued partners expect. At the moment we see that the service, the ability to deliver and our very flexible procurement of products is very well received by our customers. Our partners also like to take advantage of the possibility of securing deliveries and services with us. Come back to us to find out and learn more.

You and I may have heard enough of the topic of price increases just as much as the topic mentioned above. We see that there is some movement in the market again. At the moment, our own raw material procurement very rarely causes us problems and so far we have been able to supply our customers and new customers very well.

The more information we get from our partners, the better we can secure the products for the customers. On the market, we see big problems in the area of automotive dyes. The area of synthetic resins is also affected by supply problems. If you have a need, please contact us, we will be glad to help you.

Today we are very proud to implement our new logo. We stand by our location, in the heart of Europe and will be here for you at any time.

If you are interested in our new sustainable products, made from renewable raw materials, we will be happy to inform you about them. Our development department is working at a high tempo on further backward integrations to meet the price pressure and to significantly improve availability and flexibility.

Thank you very much for your cooperation and see you soon at your place or here in Switzerland.

Best Regards,
Your Textilcolor AG / Detlef Fischer



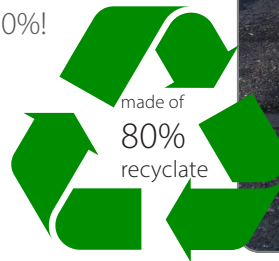
Recycled drums with 80% recycle

As you may have noticed in the meantime, our plastic barrels also appear in a new design.

However, it is not only the red colour that catches the eye, but above all the eco-balance, which has been decisively improved with our newly recycled drums.

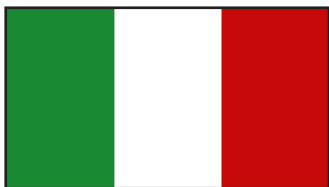
Inner containers are crushed, cleaned and finally regranulated. The entire life cycle of the packaging is geared towards maximum environmental friendliness and is entirely in line with the circular economy.

The total recycled content of our new plastic drums is 80%!



TEXTILCOLOR founds new subsidiary

As of 01.01.2022, TEXTILCOLOR AG successfully founded its new subsidiary in Italy, TEXTILCOLOR Italia SpA. The company is located in South Tyrol, in the north of Italy, and strengthens TEXTILCOLOR AG in the European region.



TEXTILCOLOR Italia SpA
Meranerstrasse, 8
39011 Lana /BZ)

New products for our customers

ALVIRON KIS

Dispersing agent with levelling properties when dyeing cellulose materials with Turquoise, Green or other electrolyte-sensitive Reactive dyes.

Electrolyte-sensitive Reactive dyes in large quantities, in combination with high amounts of salt tend to agglomerate and stain the goods. ALVIRON KIS is a problem solver for dye agglomeration directly in the dye bath. This product is extremely durable and can be used on all common units, processes and materials. The product does not show any retarding effects and can therefore be incorporated into existing recipes as a simple plug-in product.

