

**FOR IMMEDIATE RELEASE**

May 12, 2022

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## Huntsman Textile Effects Revolutionizes Trichromatic Dyeing with Patented Blue Dye Molecule

*Industry-First Blue Formazan Dye Delivers a Broader Range of Earth Tones, Including Grey;  
Will Not Fade When Exposed to Chlorine, Air Pollution, Light or Perspiration*

**SINGAPORE** – Huntsman Textile Effects has introduced **NOVACRON® Atlantic EC-NC**, the industry's first blue element that delivers chlorine and nitrogen oxide (NOx) fastness alongside lightfastness for textiles, ensuring garments look as good as new for longer.

“Leading global brands are increasingly demanding textiles that won't fade when exposed to chlorine during home or commercial laundering or to gas fading (NOx). Huntsman's new NOVACRON® Atlantic EC-NC is a true milestone in the history of blue dye development. Based on a patented dye molecule, it gives mills and brands a trouble-free way to produce more sustainable, long-lasting textile products,” said Dharendra Gautam, Senior Director, Global Market Strategy and Innovation, Huntsman Textile Effects.

The breakthrough NOVACRON® Atlantic EC-NC blue element completes Huntsman Textile Effects' Non-Contrasting Concept and addresses the challenges faced by mills to deliver:

- **Improved light-, perspiration- and chlorine-fastness.** Ideal for the production of light to medium shades of towels and bedding and T-shirts, shirts and trousers. The dye meets the most stringent home laundering program requirements of US and Japanese brands, and also performs well in other markets where chlorine is added to water supplies.
- **High NOx resistance.** NOx present in the air makes textile products more susceptible to fading during transportation, storage and retail display. The high NOx resistance of NOVACRON® Atlantic EC-NC enables mills and brands to achieve positive differentiation with textiles that are less likely to fade.
- **Outstanding operational excellence.** With unique application properties for both exhaust and pad processes, and outstanding compatibility with all other trichromatic dyes, NOVACRON® Atlantic EC-NC is a breakthrough in right first-time production.

The innovative IP-protected NOVACRON® Atlantic EC-NC dye is also a great addition to the successful NOVACRON® NC concept for earth tone colors. The earth tones – from sand to brown, olive, beige, khaki and grey – are popular in casual wear and sports apparel, as well as for home and hospitality textile products such as furnishing, towels and bedding.

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**About Huntsman:**

*Huntsman Corporation is a publicly traded global manufacturer and marketer of differentiated and specialty chemicals with 2021 revenues of approximately \$8 billion. Our chemical products number in the thousands and are sold worldwide to manufacturers serving a broad and diverse range of consumer and industrial end markets. We operate more than 70 manufacturing, R&D and operations facilities in approximately 30 countries and employ approximately 9,000 associates within our four distinct business divisions. For more information about Huntsman, please visit the company's website at [www.huntsman.com](http://www.huntsman.com).*

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**About Huntsman Textile Effects**

*Huntsman Textile Effects is the leading global provider of high-quality dyes, chemicals and digital inks to the textile and related industries. With operations in more than 90 countries and six primary manufacturing facilities in six countries (China, Germany, India, Indonesia, Mexico and Thailand), Huntsman Textile Effects is uniquely positioned to provide prompt and expert technical service wherever our customers are based. Sustainability, innovation and collaboration are at the heart of what we do. We use cutting edge technology to develop solutions and create innovative products with intelligent effects such as durable water repellents, color fastness, sun protection or state-of-the-art dyes which reduce water and energy consumption. For more information about Huntsman Textile Effects, please visit [www.huntsman.com/textile\\_effects](http://www.huntsman.com/textile_effects).*

**Forward-Looking Statements:**

*Certain information in this release constitutes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements are based on management's current beliefs and expectations. The forward-looking statements in this release are subject to uncertainty and changes in circumstances and involve risks and uncertainties that may affect the company's operations, markets, products, services, prices and other factors as discussed under the caption "Risk Factors" in the Huntsman companies' filings with the U.S. Securities and Exchange Commission. Significant risks and uncertainties may relate to, but are not limited to, volatile global economic conditions, cyclical and volatile product markets, disruptions in production at manufacturing facilities, reorganization or restructuring of Huntsman's operations, including any delay of, or other negative developments affecting the ability to implement cost reductions, timing of proposed transactions, and manufacturing optimization improvements in Huntsman businesses and realize anticipated cost savings, and other financial, economic, competitive, environmental, political, legal, regulatory and technological factors. The company assumes no obligation to provide revisions to any forward-looking statements should circumstances change, except as otherwise required by applicable laws.*