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Media Release

Clariant, Leather Business

MODEUROP and Clariant embark on close cooperation for a worldwide Color-Forecast

MODEUROP, the Fashion Pool at DSI (Das Schuhinstitut GmbH) and Clariant global leader in the field of colorants and chemicals for the dyeing, tanning, retanning and finishing of leather, have established an innovative, color forecasting partnership. This cooperation will provide custom-tailored, reliable and consistent color forecast and definition to the footwear leather processing industry. It targets the entire value chain, from tanneries through to shoe manufacturers and retailers.

The cooperation between these two strong partners will bring considerable benefits to the shoe industry and its suppliers. Shoe manufacturers and tanneries can be provided with information on color and trends at an early point in time. In the future all Clariant color charts will include MODEUROP specified colors. Thanks to Clariant's international presence, MODEUROP's color information will now reach the most important tanneries worldwide. Marga Indra-Heide, Fashion Consultant at MODEUROP, comments on the cooperation agreement made in October 2009: "As a result of our partnership with Clariant, MODEUROP colors have been elevated onto the prestigious global stage, adding an international dimension to our business." Clariant has years of expertise in colorants and chemicals for

leather manufacturing. With its products, the company sets the highest standards in physical requirements, trend, ecology and quality.

Clariant's leather chemicals lend the various shoe leather grades the properties that are highly valued by the industry and consumers, whether in regard to abrasion resistance, light fastness, water repellency or tear strength.



At the Colour Club Meeting in Offenbach has been defined the colours for the season spring/summer 2011. Also Mr. Mirko Müller from Clariant (left on the picture) has participated in the meeting. This is one of the first steps within an intensive cooperation between MODEUROP and Clariant.

Within the scope of its worldwide Global Shoe Concept, Clariant already offers its customers from the shoe leather industry a world-established Fashion Trend Forecast also interpreting – next to color previews – future trends and effects on leather. “The cooperation with MODEUROP in the field of colors provides real added value for our customers in the shoe leather uppers business, and is a further piece in the overall mosaic of our Global Shoe Concept,” explains Ralph Walter Schneider, Clariant's Head of PM Finishing. ■

Clariant – Exactly your chemistry.

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant, which is represented on five continents with over 100 group companies, employs around 18,000 people. Headquartered in Muttenz near Basel, Switzerland, it generated sales of CHF 8.1 billion in 2008. Clariant's businesses are organized in four

MODEUROP

FASHION POOL IM DSI



divisions: Textile, Leather & Paper Chemicals, Pigments & Additives, Masterbatches and Functional Chemicals.

Clariant is committed to sustainable growth springing from its own innovative strength. Clariant's innovative products play a key role in its customers' manufacturing and treatment processes or else add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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MODEUROP

MODEUROP is the Fashion Pool at Das Schuhinstitut GmbH (Offenbach, Germany) regarding shoes, bags and leather on all levels of the industry – from tanners and producers to the trade. MODEUROP supports shoe manufacturers and retailers with precise advance fashion information. In view of the globalization of markets and the increasing speed in the marketing of fashion trends, MODEUROP's mission is to filter the diverse information, providing manufacturers and retailers the facts they really need and helping them to gain an edge on knowledge over their competitors.

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MODEUROP

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