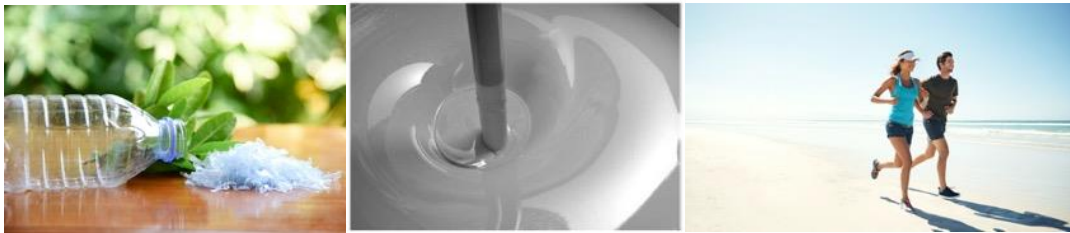


FOR IMMEDIATE RELEASE  
JUNE 1, 2021

**MEDIA CONTACT:**

Karen Fenwick  
Direct: +44 1740 608076  
Cell: +44 7795 803 192  
karen\_fenwick@venatorcorp.com



## NEW LIQUID HOMBITAN® PRODUCTS SIMPLIFY WHITENING OF RECYCLED PET FIBRES FOR TEXTILE INDUSTRY

Venator has developed a new liquid pigment masterbatch technology that can be used to whiten recycled polyethylene terephthalate (PET) fibres quickly, cleanly, and efficiently. Based on the company's established titanium dioxide (TiO<sub>2</sub>) platform for the fibre industry, the new HOMBITAN® LQ range is optimized for delustering PET fibres from plastic bottles and re-spun into polyester - ready for creating new consumer products including footwear, apparel, and other textiles items.

Venator is launching: HOMBITAN® LQ White 100, which is optimized for semi-dull recycled PET fibres; and HOMBITAN® LQ White 130 for the manufacturer of full-dull fibres. Designed for small scale recycled PET projects, conducted on a single extrusion line, both products are simple to use and offer several advantages over solid (pelletized) masterbatch pigment solutions.

Dosed via a precision pump, HOMBITAN® LQ products can be easily incorporated into an extrusion line. Seamlessly homogenized into a recycled polymer melt, HOMBITAN® LQ products have a higher solid pigment load than pelletized solutions – meaning fibre producers only need to use a very small quantity to achieve comparable whiteness and opacity results.

Designed to withstand temperature changes and pressure fluctuations during processing, HOMBITAN® LQ products deliver excellent uniform whiteness – reducing the gloss of recycled fibres that can be considered unsightly in garments.

In addition, HOMBITAN® LQ products require no pre-processing – saving fibre producers time and money. Unlike pelletized masterbatches, which need to be dried and crystallized, HOMBITAN® LQ products are delivered ready to use, in easy to store drums. HOMBITAN® LQ products can also be used in close proximity to spinning operations – thanks to their liquid formulation.

Xandra Bläser, Global Business Director, Specialty Pigmentary TiO<sub>2</sub> - Fibres & Films at Venator, said: "The use of recycled PET to create fibres for footwear, textile and apparel applications is now commonplace. This shift has been gaining momentum over the last few years and reflects the wider corporate sustainability ambitions of manufacturers that want to reduce their dependence on virgin materials, cut their carbon footprint and give a second life to materials that would otherwise end up in landfill. Our HOMBITAN® LQ range is designed to support these customers as they step up their environmental efforts."

“Applying our extensive knowledge of the fibre spinning process, we’ve created a liquid TiO<sub>2</sub> technology that can help fibre producers achieve the high-quality end results they want from the PET they have recovered. The creation of HOMBITAN® LQ is the first in a number of new liquid-based products, which we are working on at Venator to simplify the use of TiO<sub>2</sub> and other additives across a range of applications and industries.”

Alongside the supply of HOMBITAN® LQ, Venator produces a number of other pigments and additive products for the fibres and textiles market. Examples included TiO<sub>2</sub> for delustering all kind of fibre polymers such as polyester, polyamide, viscose and polyacrylonitrile; plus BaSO<sub>4</sub> (available under the brand of HOMBRIGHT® S-ID) for achieving bright yarns that have greater production stability and can be spun faster.

For more information about the HOMBITAN® LQ range of TiO<sub>2</sub> pigments, please contact:  
[fibers\\_expert@venatorcorp.com](mailto:fibers_expert@venatorcorp.com)

(ends)

## About Venator

Venator is a global manufacturer and marketer of chemical products that comprise a broad range of pigments and additives that bring color and vibrancy to buildings, protect and extend product life, and reduce energy consumption. We market our products globally to a diversified group of industrial customers through two segments: Titanium Dioxide, which consists of our TiO<sub>2</sub> business, and Performance Additives, which consists of our functional additives, color pigments, timber treatment and water treatment businesses. With our HQ in Wynyrd, U.K., we employ approximately 3,700 associates worldwide and sell our products in more than 120 countries.

## Social Media:

Twitter: [www.twitter.com/VenatorCorp](https://www.twitter.com/VenatorCorp)

Facebook: [www.facebook.com/venatorcorp](https://www.facebook.com/venatorcorp)

LinkedIn: [www.linkedin.com/company/venator-corp](https://www.linkedin.com/company/venator-corp)