



[www.airdye.com](http://www.airdye.com)

The WORLD  
*thirsts* for it.™

1 888-U AIRDYE

## ● AirDye™ Prints, Dyes Fabric Without Water



*by Eric Schneider*

**R**ANCHO CUCAMONGA, California—Colorep Inc. has successfully licensed its AirDye technology to converters to print and dye polyester for hospitality fabrics without the use of water and a substantial reduction in energy.

All fabric used in the process is dyed or printed only with air. “The beauty of AirDye is its environmental edge,” said Paul Raybin, vice president of marketing and sustainability for Colorep. “It eliminates water and substantial energy use in the dyeing process and allows the converter or reseller to produce only those designs that sell in the exact

Dona Morrison and Paul Raybin

amount of yardage needed. There’s no overproduction, no unnecessary inventory or forecasting required. This substantially reduces the time required to produce the fabric since there is nothing to move around from one facility to another as it undergoes finishing.”

According to Colorep, traditional textile dyeing and post-processing pose a catastrophic threat to our world’s rivers, lakes and streams.

Currently, the technology is limited to synthetic fabrics of narrow widths. Some customers would also like to see the technology applied to 126-inch fabric widths since so many companies are using wide width fabrics in the U.S.

Hunter Douglas, Integra, P. Kaufmann and Northeast Textiles are among the first converters to

*(Continued on page 28)*

### (Cont. from p. 22) AirDye™ Prints

harness the new technology to produce unique fabric effects including printed solids on one side with coordinated prints on the other side of the same fabric, all in one pass. Light effects on one side and dark colors on the opposite side are also possible using AirDye technology. AirDye is also being used to print two colored voile, each side a different color, produced in one pass.

The new fabrics were introduced to hospitality

specifiers at the HD Expo in June 2008.

These effects are almost impossible to produce using conventional dyeing and printing,” said Paul Raybin.

TransprintUSA, a wholly owned subsidiary of Colorep is marketing the technology to the textile industry under the watchful eye of Dona Morrison, 26 year TransprintUSA veteran and marketing director. Colorep bought TransprintUSA last

December for an undisclosed purchase price from William Boyd, president and CEO and the employees. TransprintUSA management continues as before according to Raybin. TransprintUSA is a 30 year old supplier of heat transfer paper with a library of over 12,000 designs. ■

**Decosit Brussels News**