

Sonovia and Avco Chemicals Unite for Sustainable Indigo Revolution

Sonovia partners with Avco to revolutionize indigo dye production, pioneering eco-friendly solutions for the fashion industry.

RAMAT GAN, ISRAEL, December 21, 2023 /EINPresswire.com/ -- In a major stride towards sustainable textile solutions, [Sonovia](#) proudly unveils a transformative collaboration with [Avco](#), a global leader in textile processing chemicals, aimed at revolutionizing [indigo dye](#) production. This strategic



Sonovia Ultrasonic technology

partnership, formalized on December 14, 2023, signifies a joint commitment to environmental sustainability and marks a significant advancement in the textile industry.

Sonovia, a prominent Israeli company specializing in industrial chemicals, has been diligently developing a unique indigo dyeing technology under the trademark D(y)ENIM®. This cutting-edge technology boasts substantial benefits, particularly in reducing environmental pollution associated with denim manufacturing. The collaboration with Avco, a prominent Israeli company specializing in industrial chemicals, is poised to elevate Sonovia's position as a key player in the denim industry.

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"Sonovia and Avco, united in their commitment to sustainability, envision a future where the textile industry leads in eco-friendly practices." - Sonovia CEO Shaul Gliksberg"

Shaul Gliksberg

The collaborative efforts will focus on producing an industrial quantity of unique indigo dye based on Sonovia's exclusive formula. The primary component of this

groundbreaking dyeing process is Sonovia's state-of-the-art UltraSonic machine. Avco, leveraging its expertise in marketing and selling chemical products internationally, will support Sonovia in promoting and selling eco-friendly indigo dye and technology to global textile and fashion companies.

The successful completion of the first phase is contingent upon achieving key criteria, including

reaching a production rate of at least one ton of the indigo dye per week, meeting quality requirements defined by Sonovia's first customer, confirming the sale of 80 tons of the material, and mutual agreement between the parties.

Sonovia and Avco express their excitement about the potential of this collaboration to make substantial contributions to the sustainable transformation of the textile industry. This partnership stands as a testament to both companies' unwavering commitment to eco-friendly practices and a greener, cleaner future.

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