

Sonovia's Denim Dyeing Revolution

Sonovia's and Pure Denim unveiling it's first Jeans collection with Sonovia's sustainable denim dyeing technology at the Denim Premiere Vision Exhibition Milano

RAMAT GAN, ISRAEL, May 2, 2024
/EINPresswire.com/ -- [Sonovia's](#) and [Pure Denim](#) unveiling it's first Jeans collection with Sonovia's sustainable denim dyeing technology at the Denim Premiere Vision Exhibition Milano at 4th-6th of June 2024.



Sonovia's Dyeing Machine in Action

Gigi Cassia, CEO of Pure Denim, expressed his enthusiasm for the project, in his own words: "The quality of denim dyeing using Sonovia's technology is of commercial quality and will lead not only to a reduction in environmental pollution but also to significant cost savings in production compared to the traditional dyeing process. Sonovia's technology will generate a revolution in the fashion industry."

This significant milestone marks the culmination of four years of intensive R&D efforts. The initial operation took place within the denim dyeing line of renowned Italian manufacturer Pure Denim, in collaboration with the esteemed French luxury conglomerate [Kering](#), recognized for its ownership of iconic international brands such as Gucci and Yves Saint Laurent.

Sonovia's proprietary denim-dyeing technology, harnessing ultrasonic waves and non-toxic chemistry, stands as a paradigm shift in sustainability. Compared to conventional methods, Sonovia's approach boasts remarkable reductions: 60% in CO2 emissions, 85% in water usage, 90% in machine footprint, and an impressive 100% reduction in toxic waste. This data has been independently verified by Made2Flow, a 3rd-party European institute recognized for its leadership in sustainability assessments within the industry.

Sonovia utilizes ultrasonic technology to infuse indigo dye particles into yarns using its patented non-toxic chemistry, enabling the achievement of vibrant color shades with just two dye baths, a significant improvement over the traditional process that typically requires nearly twenty.

We invite you to meet us at the Denim Premiere Vision Exhibition to learn more about Sonovia's revolution technology.

Shay Hershovich

Sonovia

+972 50-843-1473

shay@sonoviatech.com

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/708282848>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.