

Sonovia Leads Sustainable Denim Revolution with Eco-Friendly Textile Solutions

Sonovia's groundbreaking technology offers eco-friendly denim production with less water and no toxic chemicals, paving the way for a sustainable future

RAMAT GAN, ISRAEL, November 14, 2024 /EINPresswire.com/ -- On Tuesday, December 3rd, 2024, PUREDENIM and Sonovia invite you to an exclusive event at PUREDENIM's factory in Milano to experience a groundbreaking denim-dyeing technology firsthand. This event will unveil a [sustainable](#) denim collection produced with an [innovative](#) process that aims to transform the denim industry.

The CEO of PUREDENIM shared his excitement for this pioneering project, stating: "The quality of denim dyeing achieved through this technology meets commercial standards and brings significant environmental benefits. This approach will lead to a substantial reduction in pollution and production costs compared to traditional dyeing processes, marking a revolution for the [fashion](#) industry."

This milestone is the result of four years of intensive research and development. The technology was first implemented within the denim dyeing



line of a leading Italian manufacturer, with the involvement of a major international luxury conglomerate known for its iconic brands.

Sonovia's proprietary denim-dyeing technology uses ultrasonic waves and non-toxic chemistry, establishing a new standard in sustainable manufacturing. Compared to traditional methods, this approach achieves impressive reductions: 60% in CO2 emissions, 85% in water usage, 90% in machine footprint, and a complete elimination of toxic waste. These figures have been independently verified by a respected European institute known for its sustainability assessments.

Using ultrasonic technology, the process infuses indigo dye particles into yarns with patented non-toxic chemistry, producing vibrant colors with just two dye baths—a major advancement over traditional processes that typically require nearly twenty dye baths.

Join us at this event to learn more about this innovative technology and how it's paving the way for a more sustainable future in the fashion industry.

Event Details:

Date: Tuesday, December 3rd, 2024

Location: PUREDENIM's Mill in Milano

Address: Via J.F. Kennedy, 46, 20001 Inveruno MI, Italy

Shay Herchovici

Sonovia

+972508431473 ext.

ShayH@sonoviatech.com

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/760527775>

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.