Kemin Textile Auxiliaries Announces Rebranded Creative Laboratory and Launches New Website for Garmon Chemicals Brand

The new assets showcase the brand's identity and enhance service to customers in the global denim and apparel industry

REPUBBLICA DI SAN MARINO (15 October 2020) –Garmon Chemicals (Garmon), a chemical solutions brand for the denim and apparel industry under the Kemin Textile Auxiliaries business unit, has completely revamped its technical and digital assets by transforming its creative laboratory into Garmon Studio and launching a new website. The new tools reinforce the brand's identity and enhance communication and service for Garmon's customers.

The newly transformed Garmon creative laboratory, previously known as The Italian Job, has been rebranded Garmon Studio. The laboratory and showroom have been revamped to synergize the brand's image to the market. As a fundamental part of Garmon Studio, the internal laundry capability has been updated with new tools and equipment to empower Garmon's technical activity when developing new styles and testing products. Inside Garmon Studio, customers will find a refreshed showroom with new garment collections and product-dedicated spaces.

"The refreshed Garmon Studio marks an important first step in the next generation of technical service that we are able to provide to our customers around the world. In this new normality, we must think differently about how to interact with all our direct and indirect customers to provide innovative and sustainable solutions with our chemistry," says Garmon Studio Manager Lorenzo Rossi, who was appointed to his position in April.

Alongside the launch of Garmon Studio, Kemin Textile Auxiliaries has created anew website to refresh the entire aesthetic of Garmon Chemicals and vastly improve user experience while keeping consistent with the brand's visual identity that is familiar to customers. The new site uses interactive, responsive design to allow customers to easily find new and interesting content, making their time on the website pleasant and useful. The website was created in partnership with Garmon's marketing team, a specialized web agency and the internal digital marketing team at Kemin Industries.

The newly branded Garmon Studio also includes a new logo – which will be displayed on every garment that has been developed – that combines the performance of Garmon products with the company's distinctive Italian style that customers have come to love and expect.

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About Garmon Chemicals

Garmon Chemicals (Garmon), a brand owned by Kemin Textile Auxiliaries, is a leader in R&D and marketing of total chemical solutions, innovation and creativity for the global denim and apparel industry. The company is internationally recognized as a symbol of pioneering evolution in the name of a better tomorrow.

Since its birth in 1982, Garmon established itself at the very center of a narrative that talks to manufacturers, apparel brands and retailers about innovative chemical auxiliaries and solutions. For over 30 years, Garmon has been an R&D and marketing platform for fashion innovation and a reference for product quality and responsible practices.

With manufacturing facilities in San Marino, Brazil, China, India and Turkey, the company operates in more than 30 countries through a commercial network of subsidiaries and agents. This global footprint ensures technical assistance in strategic textile areas around the world, as well as capillary distribution of both chemical products and related know-how.

About Kemin Industries

Kemin Industries (www.kemin.com) is a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. The company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceutical, food technologies, crop technologies and textile industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offer product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety and efficacy of food, feed and health-related products.

Established in 1961, Kemin is a privately held, family-owned-and-operated company with more than 2,800 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, San Marino, Singapore, South Africa and the United States.

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Additional assets available online: Photos (2)

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