MediaRoom

Kemin Textile Auxiliaries Opens Garmon Studio in China and Creates Special Jeans to Celebrate Anniversary of San Marino's Friendship with the Country

Applications laboratory is Garmon's first outside its headquarters in San Marino, bringing its technical and fashion expertise closer to customers



REPUBLICA DI SAN MARINO (July 19, 2021) – Kemin Industries, 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, announced today that Garmon Chemicals (Garmon), Kemin's textile auxiliaries business unit and the chemical solutions brand for the denim and fashion industry, is opening its fashion laboratory, Garmon Studio, in Jiangmen, Guangdong Province, China – very close to Kemin's regional headquarters in Zhuhai.

Garmon Studio China is the first applications laboratory that Kemin Textile Auxiliaries has opened outside of San Marino – a milestone with important implications for the company.

The biggest benefit of opening its first international Garmon Studio in China is that Kemin Textile Auxiliaries is now closer to local customers – both denim mills and laundries – broadening the opportunity for its technicians to work with a group of companies that previously faced language barriers or travel restrictions. With Garmon Studio China, Kemin Textile Auxiliaries will also be able to create local collections that better match domestic styles and trends.

The second major advantage of the new Garmon Studio's location is that it provides Kemin Textile Auxiliaries technicians in China the ability to sharpen their skills, giving them the equipment, space and time needed to perform tests and experiments to get the most out of Garmon's products. The fashion laboratory will be equipped with the most modern equipment available, including Kemin Textile Auxiliaries' revolutionary Smart Foam system that reduces water consumption by up to 80 percent.

To celebrate the opening of the fashion laboratory, Garmon Studio created a special pair of jeans in honor of the 50th anniversary of official relations between San Marino and The People's Republic of China. The legs of the garment have been imagined as the two countries, linked together by friendship. On the left leg, San Marino's iconic towers stand above the Adriatic Sea, represented as an endless water surface overcoming distance and barriers to join the South China Sea (on the right leg), which is surmounted by an ancient Chinese temple.

The jeans' design draws inspiration from both cultures, as the most classical western workwear is recreated in a style recalling details of a traditional Chinese Qipao.

The fabric – provided by Advance Denim, one of the most important Chinese denim mills – is made of natural cotton and hemp fibers. Smart Foam technology was used in the denim finishing, which was performed at room temperature and with Garmon's most sustainable products. A gold-foil "50" on the finished product represents the years of official friendship between San Marino and China.

During a July 15 business forum at the Kursaal Congress Center in San Marino, Garmon donated the one-of-a-kind piece to the San Marino Minister of Industry and The People's Republic of China Ambassador to both Italy and San Marino. In parallel, the Kemin Textile Auxiliaries team in China inaugurated the new Garmon Studio via video call. The team was joined by important local authorities and denim-finishing companies.

For more information on Garmon Studio services and to visit the new studio, go to www.garmonchemicals.com or contact your local sales agent.

###

About Garmon Chemicals

Kemin Textiles Auxiliaries, through the brand **Garmon Chemicals** (Garmon), is a leader in the R&D and marketing of total chemical solutions, innovation and creativity for the 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, textile, biofuel and animal vaccine 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.

For further information: Francesco Romiti, Digital Marketing Manager | francesco.romiti@kemin.com | +378 0549 919611

---

https://news.kemin.com/press-releases?item=122600&locale=en_ca