

PRESS INFORMATION

For immediate release

CSI and NewWide start CSI design studio in ChangZhou

30 April 2012, Shanghai, China – Color Solutions International (CSI), a subsidiary of the DyStar Group, together with New Wide Enterprise Co., Ltd. are proud to announce the opening of their CSI Design Studio. The design studio aims to help improve sustainability in the supply chain for the New Wide Group.

中国上海 2012 年 4 月 30 – 德司达集团的子公司司色艾和旭荣有限公司共同宣布司色艾设计工作室正式开幕。设计室的目的在于协助旭荣集团提高供应链的可持续发展。

The CSI Design Studio is located within the premises of the New Wide Group in Changzhou. The CSI Colorwall™ which showcases approximately 4,000 color samples is often referred to as ‘the source of color inspiration for both professionals and designers’ within the New Wide Group.

德司达旗下的子公司-司色艾，在常州的色彩展示位于我们旭荣公司的展览室内，色彩墙展示了约 4000 个颜色标样，为色彩专业人士和设计师提供灵感选择。

“Since 2007, the New Wide Group has been working closely with DyStar on technical communication, improving product quality and enhancing brand integrity. We have gained recognition from both local and overseas brands & retailers as a result of our business relations,” said xxx of the New Wide Group. “Going forward, we want to work with CSI on color technology, quality and color communications as well as color development and management.” Xxx added.

自 2007 年，旭荣集团就与德司达达成了密切的合作关系,其中包括技术交流、品质提升及品牌商信誉等多个方面，同时也赢得了许多国内外品牌商的认可。我们希望今后在色彩技术、色彩品质和色彩沟通、色彩开发与管理等方面能与司色艾有更多的交流，共创美好未来。

“New Wide has been a business partner of the DyStar Group for many years,” said Simon Collinson, Managing Director of CSI (Shanghai) Co., Ltd. “The collaboration between CSI and New Wide aims to further support New Wide not only in its engineered color development but also in its efforts to eliminate waste and hazardous chemicals from its supply chain This will position New Wide for further recognition and growth by local, regional and international brands & retailers.” He added.

“旭荣是德司达集团多年的合作伙伴，”司色艾（上海）有限公司的总经理柯连城说到，他还说：“司色艾与旭荣的合作不仅有助于旭荣的色彩管理，还能减少供应链中有害有毒物质的排放。这将会使旭荣赢得国内外品牌商和零售商的进一步认可。”

The CSI Design Studio in Changzhou will be the 3rd studio by CSI Color Solutions in China. With these initiatives, together with the production and distribution of Certified Color Standards in Shanghai and the coloration expertise from DyStar, CSI is well positioned to service the booming retail sector in China – from first inspiration to color selection through to production and the final product in the store.

常州的司色艾设计工作室是司色艾在中国的第三个工作室。借助于这些积极的展示，且标准色卡的生产与分发可于上海完成，加上德司达具有专业的颜色技术支持，使得司色艾能更好地服务于中国快速发展的零售业----从最初的灵感，到颜色选择，再到生产，最终成为商店里的成品。



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ABOUT DYSTAR

DyStar, with a heritage of over 100 years of both product and application innovation, was founded in 1995 as a coloration specialist for the textile and leather industries. Since then, the company has transformed itself into a solution provider, offering customers a complete range of colorants, auxiliaries and services. The DyStar Group has offices, competence centers, agencies and production plants in over 50 countries to ensure expertise is both global and local for brands & retailers, mills and dye-houses. Its **DyStar Textile Services (DTS)** division offers state of the art color communication through [Color Solutions International \(CSI\)](#), textile and ecology testing through [Texanlab](#) and *ecology and environmental solutions* and advice through its Ecology Solutions team. With a focus on sustainability and eco compliance, our team of well-trained staff and modern service labs in major markets ensure that customers all over the world receive fast and expert technical assistance and advice to reduce costs shorten lead times and meet stringent quality and ecological specifications. For more information, please visit us at www.DyStar.com.

德司达简介

德司达自 1995 年成立起继承了 100 多年的产品和应用创新，是纺织和皮革产业的色彩专家。自成立之日起，公司已转型成为解决方案的提供者，为客户提供完整系列的染料、助剂和服务。德司达集团在 50 多个国家设有办事处和生产基地，为全球的零售商和品牌商、工厂提供专业服务。**德司达纺织服务 (DTS)** 分为三部分：司色艾 (CSI) 提供色彩沟通解决方案、Texanlab 提供纺织环保测试解决方案、环保团队提供环保解决方案和建议。我们着眼于可持续发展和生态环保，经过专业培训的团队和现代服务实验室确保全世界的客户得到快速和专业的技术指导与建议，从而帮客户降低成本、缩短交货期和满足严格的质量和生态要求。如需了解更多，请访问我们公司 www.DyStar.com

ABOUT NEW WIDE

New Wide Group emerged from New Wide Enterprises Co. Ltd., was established in 1975, and devoted to the manufacturing and research of various knitted fabrics. Driven by the strategy- "Quality Assurance, Product Innovation, Quick Response", New Wide constantly shows strong growth and global approach to meet market demands. With 35 years of effort, New Wide Group has turned into an international enterprise with three business divisions. As an international textile and garment supplier, New Wide Group insists on maintaining the highest level of honesty and sincerity, and strives to have our own brand with ODM ability. In the future, New Wide Group will integrate all these resources to provide our customers the most innovative products, and become the main supplier of the major brands in the world. www.newwide.com

旭荣集团简介

旭荣集团自 1975 年创立旭宽企业股份有限公司，迄今已三十五年，主要产品为各类圆编针织布种，在多年累积的「质量、创新、快速反应」之经营策略下，业务规模快速成长。近年来，为因应市场全球化之趋势，集团积极向海外扩张，先后于大陆设置织造与染整之生产基地，同时配合全球各地营销据点的成立，以全球运筹模式强化集团营运的弹性。随着针织布业稳定发展，集团正式跨足成衣、染整领域，发挥全球供应链及垂直整合的优势，成为实力坚强拥有三大事业体的旭荣集团。旭荣身为国际纺织成衣业者，未来，我们将透过各事业体系相辅相乘的完美流程合作与各地区核心城市的辐射能力，整合各方资源提供最优质的服务，发展创新的附加价值，落实成为世界知名品牌的主要供应商之愿景，持续站在全球化的舞台上发光发热。www.newwide.com

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