

PureDenim Srl  
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## SMART INDIGO sustainability to International Eco-Certification

PureDenim srl, utiliziers of SMART INDIGO™ a Sedo Engineering SA, electrochemical indigo reduction technology, since 2016 attests the benefits and advantages, got through the years in the usage of 30% liquid indigo own made, for denim fabric production, allowing and continuing the Company philosophy to reach the highest ECO-Friendly and Sustainable World Wide standards.

The usage of SMART INDIGO™ technology together with the continuous research and commitment to reach the Greenest way to dye Denim with Indigo allowed Pure Denim srl, to satisfy the most important and restricted ECO-COMMITMENTS and CERTIFICATIONS.

- NATURAL RECO - Certification
- GREENPEACE DETOX - Commitment

This target has been achieved using SMART INDIGO machine and modifying the processes accordingly with Italdenim SpA and Pure Denim srl technology.

**Luigi Caccia**  
Chairman PureDenim Srl

