

news release

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Sun Chemical introduces new multi-purpose ink system, SunUno Solimax

WEXHAM SPRINGS, UK – 12 July 2012 – Sun Chemical, the world's leading manufacturer of printing inks and pigments, is today launching the SunUno Solimax multi-purpose ink system. Suitable for both surface and reverse print applications on a number of the commonly used flexible packaging substrates, Solimax will maximize press room efficiency while simplifying the overall print production process.

The SunUno Solimax ink system is the latest generation of inks providing a single platform that can cover multiple end use applications. It is suitable for both Flexographic and Rotogravure print processes and provides the shelf stand out and high quality packaging for today's competitive industry.

Intended for surface printing and adhesive lamination for various end-use applications such as lidding materials, medical laminates and food packaging for confectionery and snack food, Solimax is compatible with both solvent free and solvent based lamination technologies.

It has been the aim of Sun Chemical's long-standing customer Bemis Elsham's Print Manager, Jim O'Donnell, to run the company on a single ink system for several years. Jim explained, "we have been using up to five ink systems in the past, and are at present running with a two ink system. The 'Holy Grail' is to run on just one, as the benefits for our business will be considerable. Not only will we significantly improve our environmental positioning with the multi-purpose system, we will also increase our efficiency and productivity which will ultimately improve our bottom line."

Bemis Elsham headquartered in Brigg, North Lincolnshire has been testing SunUno Solimax since the beginning of 2012. "Solimax performed excellently and impressed us with how well it printed the minimum dot, as well as having good colour clarity and strong density. This is exactly what we are looking for in an ink system, our customers have extremely high standards and so have we."

Jim O'Donnell believes that SunUno Solimax will be used across all their products by the end of the year (2012) due to the positive contribution it is bringing to Bemis Elsham's business.

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About Sun Chemical

Sun Chemical, a member of the DIC group, is the world's largest producer of printing inks and pigments and a leading provider of materials to packaging, publication, coatings, plastics, cosmetics, and other industrial markets. With annual sales of more than \$3.5 billion, Sun Chemical has over 8,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at www.sunchemical.com.

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