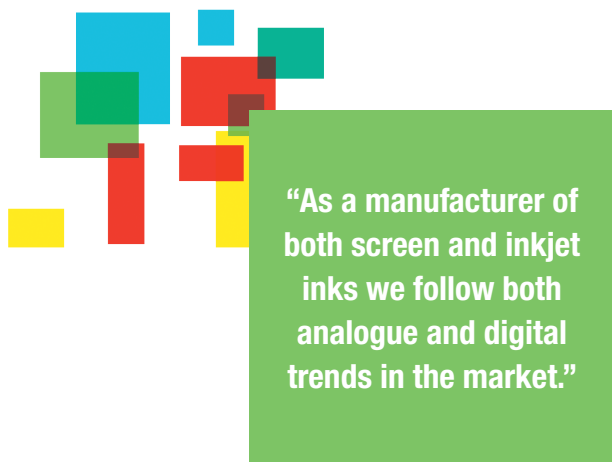


Questions & Answers

As FESPA 2015 approaches, Tony Cox, Business Manager, Sun Chemical discusses what trends he expects to see at the show and how Sun Chemical's solvent based inkjet inks can be the solution to keep up with these trends.



1. In your opinion, what trends will define FESPA 2015?

The pursuit of new applications continues to dominate the wide format print market. From my perspective, a key trend in inkjet will be the growth of inkjet printing for textile and soft signage with dye sublimation inks. Also, as inkjet matures and speeds increase, printers are seeking to achieve production and cost efficiencies. Consequently, we're seeing rising demand for – and acceptance of – high performance alternative solvent inks, including low odour versions for improved operator comfort.

2. How will Sun Chemical address these trends at FESPA 2015?

As a manufacturer of both screen and inkjet inks we follow both analogue and digital trends in the market, quickly identifying new directions and developing products to meet the market's changing needs. Our sales teams regularly speak with customers and listen to their requirements, enabling us to meet their evolving demands.

working for you.

Questions & Answers



Tony Cox, Business Manager,
Sun Chemical

3. What are your key product innovations at FESPA 2015?

We're introducing innovations in our Streamline range including the Streamline TX dye sublimation inkjet ink for direct printing of soft signs and flags. We'll also be demonstrating a number of new solvent based wide format inkjet inks based on our HPQ LO (high print quality and low odour) platform technology. These include:

ESL HPQ LO for Roland printers using EcoSol Max inks; Ultima HPQ LO for printers using Mimaki SS21 inks; ESL2 inks for Roland Pro 4 printers using EcoSol Max 2 inks; and the SGX series for Epson Sure Color printers using Epson GSX inks. In addition, we'll present our complete package of products including spare parts, engineering support and warranties.

4. Where do you see the strongest growth potential for your customers currently?

Over the last few years the market for direct printed soft signs has increased rapidly and we believe it will continue. Likewise, transfer printing for garments will expand significantly over the next two to three years. We'll also see continued diversification of the inkjet market as a whole, with movement into new applications and markets as the technology improves and is adopted in more markets as an alternative to conventional printing processes.

5. How do you see the 'galaxy of opportunity' expanding for wide format printers?

Generally, our customers are in constant pursuit of new revenue streams, innovative applications, and new solutions to drive out cost from their operations to improve margin on everyday work. There's ample opportunity in all these areas. Ink innovations mean that wide format printers have access to high performance alternative solvent based inks across an ever-expanding range of print platforms. Today, printers can use high quality alternative inks with confidence that they will perform and be supported to a level similar to that provided by the original equipment manufacturer.

6. Sun Chemical's FESPA stand is 'Mission Control'. What does that mean for digital wide format customers?

Most printers we talk to have two key 'missions'; to achieve production efficiencies in their business, and to diversify into new, profitable business areas. We guide Sun Chemical customers to safely complete both missions, with new ink products to help them access emerging applications such as soft signage, and high performance alternative inks which they can deploy to reduce cost with no compromise on quality or productivity.

All our inks are the product of many years' investment in R&D, combined with a complete package of service and support which has been developed as a direct result of customer feedback.

To find out more about Sun Chemical's alternative ink solutions visit Mission Control, Stand C1 & C5, Hall 8 at FESPA 2015.

In the meantime, visit www.sunchemical.com for the complete product range.

Our Products are intended for sale to professional users. The information herein is general information designed to assist customers in determining the suitability of our products for their applications. All recommendations are made without guarantee, since the application and conditions of use are beyond our control. We recommend that customers satisfy themselves that each product meets their requirements in all respects before commencing a print run. There is no implied warranty of merchantability or fitness for purpose of the product or products described herein. In no event shall Sun Chemical be liable for damages of any nature arising out of the use or reliance upon this information. Modifications of the product for reasons of improvements might be made without further notice.

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