

Printing Trends



Sun Chemical's STECH bulk tank system

Six Top Inkjet Printing Trends at FESPA 2015

The large format print market has grown rapidly over the last 20 plus years and the adoption of inkjet printing equipment across a wider range of markets has been a major contributing factor. This is largely due to the ability to produce customised graphics on demand, quickly, reliably and in small quantities.

Tony Cox, Business Manager, Sun Chemical shares his observations on six key inkjet trends shaping product innovation.

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working for you.

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Applications

Since inkjet's inception, the range of applications which can be produced has grown significantly. One reason for this is that the variety of media being printed on has expanded. There is an abundance of substrates available for both indoor and outdoor applications such as vehicle wraps, billboards, textile, home décor applications, resulting in endless application options.

Productivity

Rapid advances in printer design and printhead technology have also improved the image quality and print speed of the printing equipment which has enabled users to print high resolution images at faster speeds with some printheads delivering drop volumes down to three pico-litre. Some printers are capable of print speeds of several hundred square meters of print each hour. The range of applications has therefore grown even further and enables users to produce everything from labels and stickers, up to large-scale graphics suitable for building wraps.

Efficiency

Wide format printers have enthusiastically embraced inkjet over the last decade. Now, having arrived at a point where they have full confidence in the capabilities of digital output hardware, their focus is on improving production speeds and consistency, and achieving all possible cost efficiencies, without jeopardising continuity of production or quality of output. Alternative inkjet inks – when supplied by a reputable, global manufacturer – offer an appealing solution to control consumable costs without compromise, delivering performance characteristics that are more than equal to the equivalent OEM products. We're seeing growing demand for our Streamline alternative solvent based inks as this trend gains momentum.

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Operator Comfort

A trend we're seeing in the wide format arena is the demand for low odour solvent based inks. This is a comfort factor for the operator, so they can enjoy a better working environment in high production print shops or smaller environments such as designers, copy shops, small retailers etc.

Low odour solvent based technology is something we can introduce to our inks without compromising the colour accuracy, high print performance and high print quality.

Textile Applications

The use of direct printing dye sublimation inks for soft signage and flags, replacing vinyl banners, has grown considerably over the past few years. You only have to look around in garages, car showrooms, retail parks and hotels to see how prevalent soft signage now is and professionals in all sectors are beginning to appreciate the quality and flexibility that can be achieved with soft signage. As a result, soft signage is steadily increasing its share of the inkjet printed wide format sign market and analysts have predicted that this market will continue to grow. And it's not just soft signage in the textile inkjet market that's growing; there's also a massive growth in the digitally printed garment market.

Industrial Inkjet

Inkjet overall is growing in all markets including industrial printing as there's a wider acceptance of inkjet for applications like flooring, packaging and the biggest area currently – ceramic tiles. Printers are thinking of inkjet as a viable solution for many industrial printing applications. As technology keeps advancing, so will demand for inkjet solutions. At Sun Chemical we continuously make improvements to product performance ensuring that our inks are of the highest quality and meet the needs of this expanding market.

For more information on Sun Chemical's inkjet range visit: www.sunchemical.com or visit Sun Chemical at FESPA 2015 on stand C1 & C5, Hall 8 to speak with one of our product experts.