

Questions & Answers

As FESPA 2015 approaches, Robin McMillan, Product Manager - Industrial and Graphics Europe, Sun Chemical, talks about the company's screen and industrial ink innovations and the trends that will dominate the show.



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

Industrial print will certainly feature at FESPA 2015 in both its definitions; high volume print and specialist industrial applications. Industrial print is a strong growth area today and will be in the future.

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

At Sun Chemical we're uniquely positioned to follow trends in the industrial print market. We have a long history of supply into many niche, high tech industrial print markets, independent of the print technology used. We're also a leading OEM supplier to digital print machine manufacturers. As new applications and markets open up for industrial printing, Sun Chemical's customers seek out our knowledge and experience.

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working for you.

Questions & Answers



Robin McMillan, Product Manager – Industrial and Graphics Europe, Sun Chemical

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

2015 sees Sun Chemical revamp a number of graphic and display screen inks to meet current market demands for high performance, multi substrate UV graphic inks. We can help printers by developing multi-substrate inks that can be used across many applications, minimising the complexity of ink choice and reducing inventory costs for our customers.

Three of our new products form part of Sun Chemical's SunPromo family of display graphic screen inks, a range of solvent and UV curing inks which provide enhanced definition and exceed the needs of screen printers producing graphic display applications.

The new additions to the SunPromo range include: **VioGraph VGF Series**, **VioFlash VFC Series** and **VioFlex VFX Series**

Sun Chemical will also launch a new screen ink for its SunPoly family, **Monocure Universal Container UCI**, which has been formulated for high speed screen printing on a variety of plastic containers.

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

Industrial print is the sector everyone is talking about. Print is being used in more and more applications, some of which are not obvious as 'print' markets, like home décor and laminates. Others are more traditional examples of industrial print, such as automotive and printed electronics, which continue to grow globally as the market expands.

5. Sun Chemical's FESPA stand is 'Mission Control'. What does that mean for screen and industrial wide format customers?

As our customers embark on their 'missions' to grow their business, diversify and change, Sun Chemical provides the products, innovations, back-up support, expertise and service to guide them to achieve their mission goals, safely and with confidence.

For more information on Sun Chemical's screen and graphics portfolio, visit our stand at FESPA 2015 C1 & C5 in Hall 8. Or visit: www.sunchemical.com

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