

Questions & Answers



As FESPA 2015 approaches, Peter Saunders, Business Director, SunJet discusses what digital trends he expects to see at the show and how SunJet's ink chemistry can provide high quality UV inks to stay one step ahead of these trends.


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

For equipment manufacturers, productivity of equipment will be a big agenda in the digital area. I also anticipate that we'll see a lot of focus around digital textile printing.

2. How will SunJet address these trends at FESPA 2015?

SunJet works with OEM partners to enable production speed printing on a wide range of substrates with our continually developing range of UV inks. We have inks for fast roll, hybrid and flatbed presses that reach the productivity output only achievable with UV technology.

At FESPA 2015, we will be talking about our water based disperse dye inks for direct and transfer printing, demonstrating now we can match these inks to a range of printheads and hardware design.



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working for you.

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Peter Saunders, Business Director, SunJet

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

In addition to our UV technology and products, we'll also be discussing the industry's needs for aqueous inks to widen the scope of materials and markets that can be addressed.

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

The growth for press sales and ink volume, which is key to the business model of most OEMs, is pushing the boundaries of productivity and speed while enhancing print quality functions on UV presses. Most graphics end users, wherever they fit in the market, have invested in digital hardware to some extent, so they are now in the business of replacing or enhancing this capability. End users are printing more jobs digitally and are focused on output and workflow but cannot compromise on print quality or versatility. I see all major OEMs competing for new business in this way at existing customers, and perhaps moving their presses into a space where they can attract volume print shops.

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

There is a lot of growth in the graphics market to come, though clearly some regions are growing faster than others due to their position in the economic cycle. However, I also believe that more industrial applications will emerge for those able to incorporate print engines into manufacturing processes.

For us, that means developing inks that can cope with new applications, new surfaces and new processes before and after printing. At SunJet, we hold the widest range of ink technology and are ready to take up the challenges that users and OEMs present.

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

SunJet's mission is to deliver ink to meet and exceed the needs of our customers. The "Mission Control" for digital is to accept the technical challenges that are ahead and to use the application understanding, technology and chemistry at the disposal of Sun Chemical and SunJet to coordinate projects with our partners.

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