

What's Your Mission for FESPA 2015?



What's Your Business Mission?

Running a print business today presents a host of challenges. To succeed, you need to rise above the day-to-day and keep a clear focus on your goals and objectives for the business.

For most speciality printers today, those goals are a mix of inward-facing and external priorities.

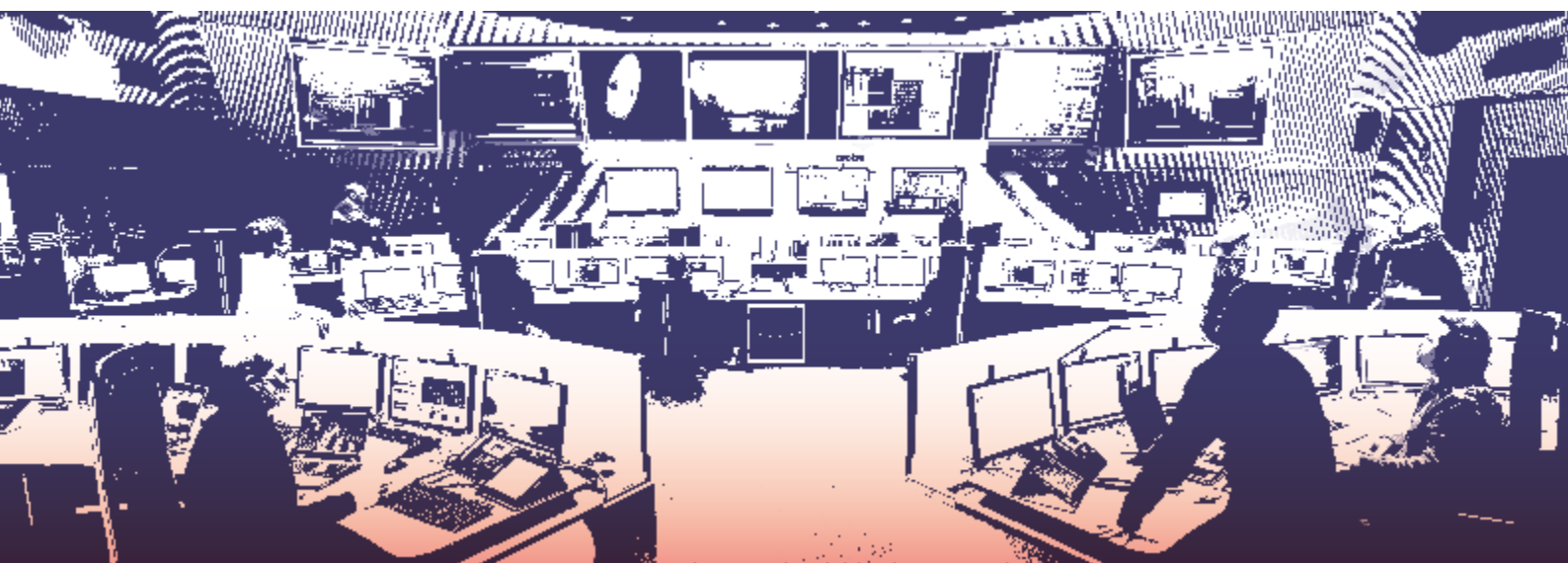
Manufacturing efficiency remains a significant factor in sustainable commercial success. Most printers are in constant pursuit of solutions that will increase production efficiency, lower operating costs, minimise production risks, and improve uptime and reliability.

But these are becoming 'hygiene factors'. They're undoubtedly essential to maintaining a smooth operation and a healthy bottom line, but their scope to achieve true growth and development is limited.

“Manufacturing efficiency remains a significant factor in sustainable commercial success.”

working for you.

Sun Chemical Mission Control



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The real opportunities lie in diversification into new application areas which enable you to explore profitable niches and reduce reliance on low margin commodity work, unless it's justified by exceptionally high volumes and absolute workflow efficiency.

Whatever your mission for your print business this year and beyond, you need innovative inks, sound technical support and deep applications expertise to help and guide you.

Mission: Screen

Screen printers, in the graphics sector in particular, need to be relentless in their search for ways to improve efficiency and manage cost. Meanwhile, the sector is diversifying, with POS printers becoming increasingly inventive, printing onto a growing range of substrates, and using dazzling printed special effects to add the all-important 'wow factor' in the retail environment.

Channelling our heritage in screen and our continuous investment in research and development of screen inks, Sun Chemical is responding with high performance, multi-substrate screen graphics inks that can be used in many applications and on multiple substrates, minimising the complexity of ink choice and reducing inventory costs for our customers.

Showcased at FESPA 2015 will be three new additions to Sun Chemical's SunPromo range of solvent and UV curing graphic screen inks including VioGraph VGF Series, VioFlash VFC Series and VioFlex VFX Series which provide enhanced definition and exceed the needs of screen printers producing graphic display applications.

Our screen inks range comprises products optimised for the full spectrum of screen print applications, from display graphics to glass, ceramics, packaging, labels and electronics.

To find out more about Sun Chemical solutions for screen print applications, click [here](#)

Mission: Inkjet

Wide format printers have enthusiastically embraced digital 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 solvent based 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.

The Streamline range of high-quality alternative solvent-based inks from Sun Chemical continues to expand, with new inks being introduced regularly to meet the needs of printers working with most leading inkjet technology brands.

With a range of new products launching at FESPA 2015, the Streamline HPQ LO ink platform from Sun Chemical now offers the optimum combination of high print quality and low odour.

To find out more about the latest Streamline inkjet inks from Sun Chemical, click [here](#)

Mission: Textile

Soft signage is a digital textile success story, offering many wide format printers a profitable and growing revenue stream. Customers appreciate its affordability and effectiveness, ease of transportation and reusability.

The lighter fabrics used for contemporary soft signage applications, and the trend away from two-step dye sublimation and towards direct printing required development of new inks adapted for these substrates.

Presented at FESPA 2015, Streamline TX is a range of aqueous CMYK dye sublimation ink that are optimised for this process, offering physical and colour properties equivalent to original inks.



What's Your Mission for FESPA 2015?

Streamline TX delivers excellent, strong colours and dense blacks, both crucial for stand-out soft signage applications.

Penetrating deep into the fabric, they have excellent "show through" properties which are particularly sought after for double sided banner applications such as flags printing, where the image is viewed from either side.

To find out more about Streamline TX soft signage inks from Sun Chemical, click [here](#)

Mission: Industrial

The frontiers of the print universe are moving. Specialist functional and industrial applications combine inks and substrates to create amazing products that open vast new horizons for printers.

Launching at FESPA 2015, our latest industrial ink innovation is the new SunPoly Monocure Universal Container UCI, a full range of UV-curing screen inks for ultra high-speed printing onto moulded plastic bottles, containers and tubes.

For items that have conventionally been screen printed – ceramics, glass, electronics, automotive components, white goods – innovations in ink, hardware and materials are also opening up new choices for printers to transition to digital inkjet production, where the manufacturing economics and scope for customisation make this attractive.

But the real galaxy of opportunity in industrial is unknowable. Print is being redefined as the combination of ink and materials, often in multiple dimensions.

Sun Chemical has a long history supplying niche, high-tech industrial print markets across multiple production processes, including screen, pad, flexo etc. We're also a leading OEM supplier to manufacturers of digital print engines. This means we're uniquely positioned to spot advancing trends in industrial print, and to use our knowledge and experience to help customers.

To find out more about Sun Chemical's products for industrial applications, click [here](#)

Your 'Mission Control' for ink

As you continue your exploration of the universe of opportunities for your business, you need your ink partner to support you with solutions that are grounded in deep expertise and knowledge of the production challenges that you are confronting.

Like so many of the speciality printers we work for, Sun Chemical has its foundations in screen and offset, but has gone on to develop deep expertise in inkjet.

Our credentials as a supplier of solvent and UV inks for digital wide format production rest on a significant commitment to research and product development that is recognised by the major digital equipment manufacturers.

But those foundations in analogue processes, blended with our capabilities in solvent and UV inkjet, mean we're perfectly placed to guide you as you push your business towards the industrial applications that are revolutionising print as we know it.

With customers in all areas of speciality print – screen, inkjet and industrial – we have insight across that 'universe', and can apply that combined expertise to find the right solutions for any printer, regardless of your blend of processes, or the complexity of your ambitions.

Whatever your individual mission to grow your business, diversify and embrace change, Sun Chemical can understand your vision and provide the products, innovations, technology and service to enable you to achieve your mission goals, securely and with intelligent and responsive back-up and support.

Visit Sun Chemical Mission Control on stands C1 and C5, Hall 8 at FESPA 2015, Cologne, Germany from 18-22 May 2015.

www.sunchemical.com/fespa

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