

# Transforming textiles with digital printing

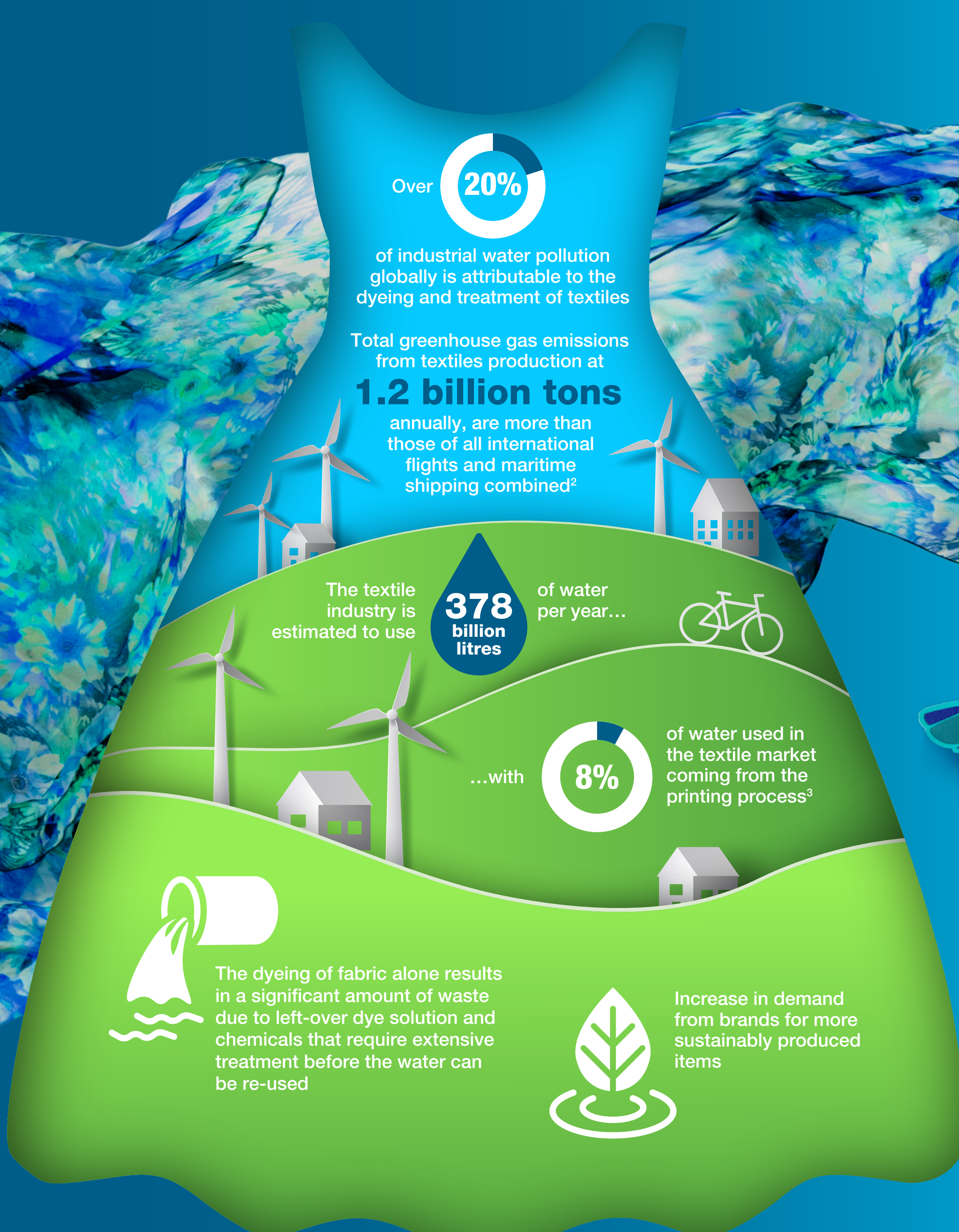
Sustainability is a huge and growing focus for the printing industry and for textile and garment print businesses in particular. With textile manufacturing widely considered to be the second most polluting industry globally (after petrochemicals) the sector is facing more pressure than ever to improve its environmental credentials.

While digital textile printing currently accounts for less than 10% of the share in the textile printing industry<sup>1</sup>, switching from analogue to digital print processes has significant benefits for printers including design and colour flexibility, more customisation, shorter runs and delivery times and not least, increased environmental benefits.

So, what's driving the agenda for a more sustainable textile solution and how can digital textile printing benefit brand owners and printers?

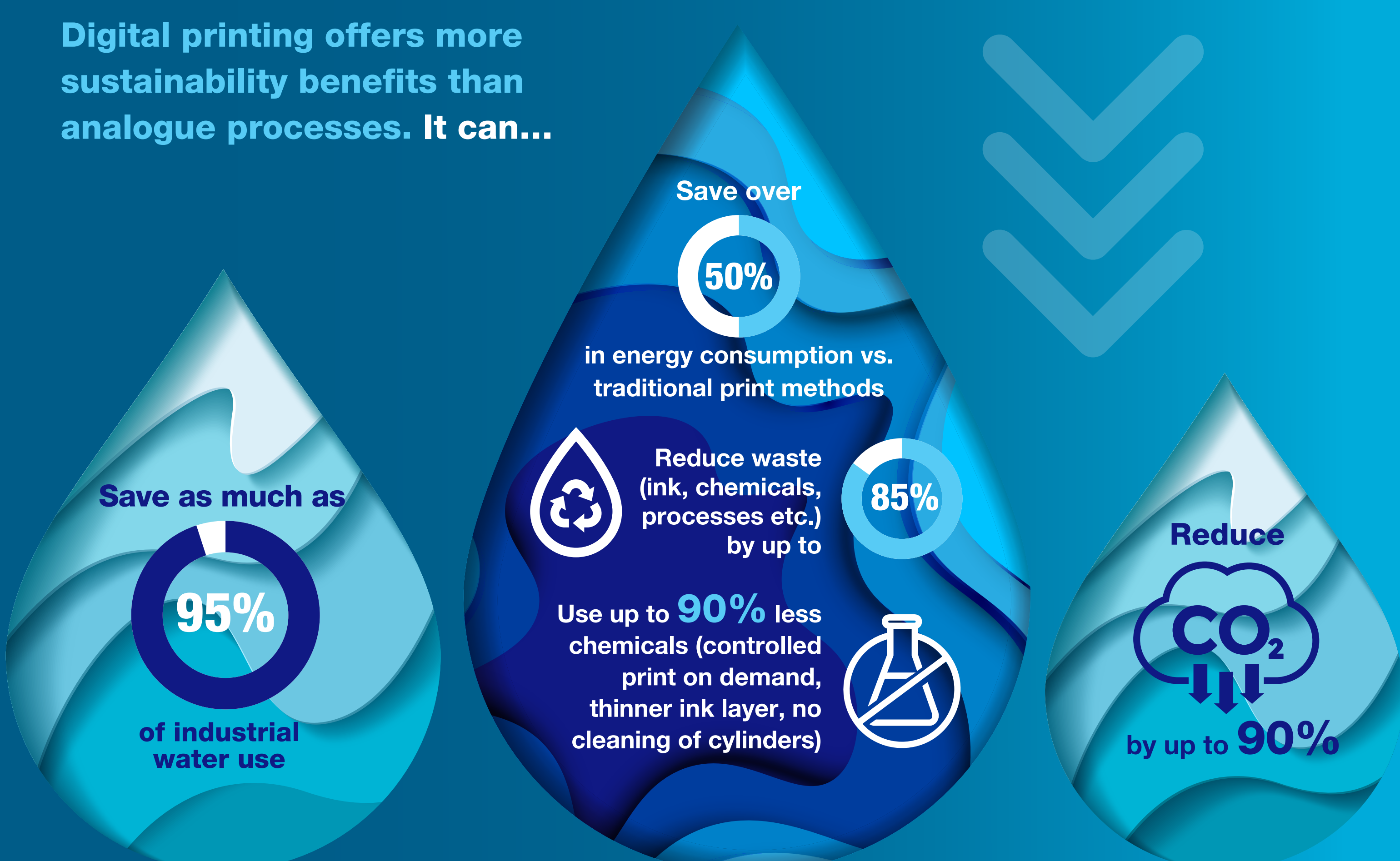
Take a look to find out more.

## A brief backdrop to sustainability in textiles...



## Driving demand for a more sustainable textile solution...

Digital printing offers more sustainability benefits than analogue processes. It can...



Helping brands to massively reduce their environmental impact.

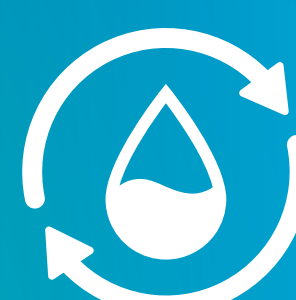
## And we've got the solutions right here...



A hybrid sublimation ink that allows outstanding print results on lightweight transfer papers. It can enable uncompromised direct printing without the need for a post washing process, reducing water and energy consumption compared to other direct print technologies **ElvaJet Topaz SC**



A digital pigment ink that allows users to reduce waste chemicals and eliminate water from the textile printing process without compromising on color or application performance **Xennia Pearl**



A pigment ink that offers excellent print performance, reduced maintenance and start-up delays, while at the same time enables a reduction of waste therefore reducing water energy and emissions **Xennia Emerald**



Sun Chemical combines a deep understanding of the textile market, with strong experience in digital ink development. With our wide portfolio of water-based digital inks, we have the right inks for any fabric and can help to change the way you think about textile printing.

Save money, save time and save the planet. Let us help you transform your textile printing operations, and transform the industry.

**SunChemical**<sup>®</sup>  
a member of the DIC group



Color & Comfort

<sup>1</sup> <https://www.grandviewresearch.com/industry-analysis/digital-textile-printing-market-report>  
<sup>2</sup> Source – The Ellen MacArthur Foundation, A NEW TEXTILES ECONOMY: REDESIGNING FASHION'S FUTURE  
<sup>3</sup> WWF, World Agriculture & the Environment