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Sun Chemical to exhibit at PrintWeekLive! for first time to promote its Brighter Ideas for Low-Energy Printing

**South Normanton, UK – 8 February 2018** –Sun Chemical (stand E60) will be exhibiting for the first time at PrintWeekLive! (7-8 March at the Wasps Arena, Coventry) and will be using the show as a platform to present its latest innovations in the field of low-energy printing for the sheet-fed commercial and packaging and the narrow web label markets.

Under the theme of *“Brighter Ideas for Low-Energy Printing”,* Sun Chemical will demonstrate its commitment to innovation by showcasing its high performance, low-energy (LE) UV curing offset ink set, SunCure® StarLite, which now includes a range of inks for LED UV curing systems. Samples printed with a variety of Sun Chemical’s innovative SunCure coatings for sheet-fed packaging will also be available to take away.

Using the latest generation, ‘low energy’ metal doped UV curing lamp and LED technologies, the SunCure StarLite range is designed for printing on paper, board and certain plastics as well as in non-food packaging applications. While offering the “instantly dry and finish-ready print” benefit of standard UV curing, LE UV systems use iron doped mercury lamps, so they don’t emit the shorter, ozone-generating UV wavelengths that require ozone extraction. Specifically developed for high productivity lithographic production, the SunCure StarLite range offers excellent dot gain and trapping properties to ensure the highest print quality output and produces low odour, a benefit for press operators and production staff.

Visitors to Sun Chemical’s stand can also learn about its SunCure® Starluxe, a highly versatile range of UV curable lithographic inks designed for the outer surface printing of carton board and foil boards, selected plastics, and non-absorbent substrates.

At PrintWeekLive! Sun Chemical will also introduce to the UK market SunLit® Publish, a series of premium sheetfed offset process inks for the highest quality commercial and publication print work, such as business reports, art catalogues, four-colour books and brochures. Delivering balanced colour reproduction and high print gloss – especially on a matt or semi-matt paper that doesn’t require a water-based or oil-based coating – SunLit Publish has been formulated for high-speed printing and high mechanical resistance, improving bindery handling and increasing productivity by reducing turnaround time.

James Mullooly, UK & Ireland Sales Manager, Offset and Narrow Web, Sun Chemical, comments, “With PrintWeek being such a leading light in the industry, we’ve decided to exhibit at PrintWeekLive! for the first time and are certainly hoping to benefit from the publication’s reputation in terms of the number and quality of visitors who attend. While we’ll be able to discuss with visitors our full range of inks and consumables for all aspects of printing in all application areas, at the show we’ll be focusing on our low-energy technology as it’s such growing area of interest. With the benefits that LE UV and LED UV presses offer – significantly lower energy costs, an increased range of applications and a smaller footprint – it’s not surprising that there has been a relatively rapid uptake of low-energy presses. However, to ensure that print service providers can extract the best possible print quality and return on their investment in these presses, we’re showing our SunCure Starlite range of inks, including an inkset for LED UV presses.”

Also available to visitors will be the latest edition of Sun Chemical’s best practice guide to printing food and sensitive goods packaging with conventional offset and UV/EB curing inks and coatings, “Designing Packaging with Certainty”. The 32 page guide, updated last year, reflects the changing packaging market and legislation to support the development workflow in the production of safe packaging for food and other sensitive applications, such as tobacco and pharmaceuticals. The fifth edition of the best practice guide represents a summary of the key challenges faced by the packaging development supply chain based on Sun Chemical’s expertise within the packaging markets. Reflecting advancements in the market over the last three years, the 2017 edition has broadened its scope to feature more information on digitally printed packaging.

For more information on Sun Chemical’s product portfolio, visit Sun Chemical’s stand E60 at PrintWeekLive! or [www.sunchemical.com](http://www.sunchemical.com) for more information.

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**About Sun Chemical**

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with DIC, Sun Chemical has annual sales of more than $7.5 billion and over 20,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at www.sunchemical.com