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**Sun Chemical offers Brighter Ideas for Labels and Packaging at**

**Labelexpo Europe 2017**

**Brussels, Belgium – 25-28 September 2017** – This week at Labelexpo Europe 2017 Sun Chemical is presenting its latest innovations and new product launches for the narrow web label and packaging markets on stand 5E45.

Under the theme *“Brighter Ideas for Labels”,* Sun Chemical is demonstrating its capabilities and commitment to innovation in the label and narrow web markets by taking visitors to its stand on a journey through its full capability portfolio. The five zones on the stand include: **Core** **Product Offerings, Digital, Functional and Effects, Brand Protection** and **Color Management.**

To demonstrate its knowledge and extensive understanding of the challenges and requirements in these five areas, Sun Chemical has developed the Brighter Ideas for Labels Guide that can be collected from Sun Chemical’s stand (5E45) or downloaded here: [www.sunchemical.com/brighterideasforlabels](http://www.sunchemical.com/brighterideasforlabels/)

Sun Chemical’s Labelexpo highlights include the launch of **SolarFlex® LED,** its new range of high performance UV-LED flexo inks for surface printing on flexible films and labels for migration-compliant food packaging. Visitors to stand 5E45 can also see the new [**UV flexo technology platform**](http://www.sunchemical.com/sun-chemical-launches-high-performance-uv-flexo-inks-based-on-next-generation-ink-platform/) for food and non-food applications, a **smartphone authentication system** in partnership with Document Security Systems, Sun Chemical’s color management toolkit, [**SunColorBox**](http://www.sunchemical.com/suncolorbox-closes-the-loop-on-global-digital-color-management/)**,** and its range of **SunInspire™** special effect inks.

**Product Offerings for narrow web labels and flexible packaging**

Sun Chemical is showcasing its range of new products and solutions for narrow web label, sleeve and flexible packaging covering all print processes.

Sun Chemical is introducing SolarFlex LED, a range of migration-compliant, UV flexo 4-colour process inks, which thanks to its patented M-Cure® photoinitiators allow for rapid curing, ensuring full cure at high press speeds. The range is fully compliant with regulations for food, pharmaceutical, tobacco and cosmetics packaging (see separate release for more information).

Stand visitors can also see the launch of Sun Chemical’s UV flexo technology platform for food and non-food applications offering significant productivity advantages over existing systems. Complementing this will be the further extension to its market leading UV flexo white range with the addition of a new fully upgraded sleeve white for high performance sleeve production.

Flexible packaging is a strong growth area in narrow web and, as part of its product solutions in this area, Sun Chemical is showing its new coated films in partnership with acpo, Ltd. a premier coater of flexible films, which use **SunBar®** Aerobloc oxygen barrier coatings, ([see separate release for more information](http://www.sunchemical.com/sun-chemical-and-acpo-ltd-strengthen-partnership-with-new-products-for-narrow-web-market/)).

For the broader packaging market an upgraded migration-compliant portfolio will be available, including new EB curing inks for flexible packaging and lamination as well as a new compliant UV coatings range.

Also on the stand is Sun Chemical’slaser-marking coating solution **SunLase™** that enables the addition of information to both secondary and primary packaging for practical supply chain purposes or as a late-stage pack differentiator.

**Digital**

In this zone, SunJet, the global inkjet team of Sun Chemical, is highlighting the capabilities of its joint development projects with OEM partners, system integrators and printhead manufacturers through the presentation of its latest breakthrough ink chemistries and digital technologies for a broad range of substrates. Demonstrating its understanding and expertise of food safety regulations, SunJet is also presenting its range of migration-compliant inkjet solutions for printing onto the non-contact side of primary and secondary food packaging applications.

Also being showcased in the digital area is **Aquacure™**, SunJet’s next-generation functional aqueous inkjet ink. This ground-breaking ink chemistry, which combines the best of water-based and UV curing ink technology, delivers significant performance and production benefits and provides a development platform on which new inks can be introduced to meet the future needs of the expanding label and narrow web sector.

Sun Chemical’s digital team is also demonstrating its comprehensive range of digital coatings, **SunEvo™,** in partnership with HP Indigo ([announced in May 2017](http://www.sunchemical.com/sun-chemical-signs-collaboration-agreement-with-hp-indigo/)), to support converters, printers and brand owners exploit the benefits of digitally printed packaging.

**Brand Protection**

The main focus in the brand protection area is a **smartphone authentication** solution that incorporates the AuthentiGuard™ smartphone validation application from anti-counterfeit technology specialists, DSS (Document Security Systems, Inc.), providing Sun Chemical customers even greater choice, flexibility and potential for protecting their products.

Also on display is **SunTag**, an integrated sensor-taggant system for cartridges and refills, which provides interactive, point-of-use authentication and identification and helps protect product quality and safety at a fraction of the cost of competing technologies.

Sun Chemical is also showing its range of overt, covert and semi-covert brand protection solutions, including UV responsive and infrared inks and taggants integrated within spot colors or varnishes, hidden images embedded into existing packaging designs and smartphone authentication.

**Color Management**

To help converters achieve global consistency of high impact and high quality color, Sun Chemical is showcasing **SunColorBox**, a ‘toolkit’ that comprises a comprehensive set of applications and services aimed at supporting converters to produce consistent brand colors, anywhere in the world, within a fully optimised digital process.

Tools in SunColorBox include:

* **MyColorCloud,** by Sun Chemical,a cloud-based solution to manage converters’ private databases of bespoke spot colors and make them available digitally throughout the supply chain and production cycle
* **SunConsulting,** the first stage of Sun Chemical’s process involving onsite audits and consultations resulting in a proposed digital color workflow implementation plan
* **SunCMYK** and **SunECG** for the color management of process printing
* **SunDigiGuide,** a color standards book
* **SunMatch**, for full digital color communication between ink supply and customer networks
* **SunDigiProof**, which produces quick onsite, on-demand color accurate proofs
* **SunColorQC**, which enables measurement controls to be put in place to monitor production
* **PantoneLIVE**, which underpins the color offering, together with color management hardware and software from X-Rite Pantone

Sun Chemical has strengthened its collaboration with Esko in the field of expanded color gamut printing. Visitors to Labelexpo will be able to see how **SunECG,** which includes Esko’s Equinox solution, enables customers to set up a simple process for efficient printing with more press uptime and accurate and repeatable color.

**Functional and Effects**

In the functional and effects area, Sun Chemical is presenting its range of **SunInspire** speciality inks and coatings for label applications, which add an extra dimension and look and feel to label applications.

For more information on Sun Chemical’s product portfolio visit Sun Chemical’s stand 5E45 or visit [www.sunchemical.com](http://www.sunchemical.com) for more information.

ENDS

**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 Website at [www.sunchemical.com](http://www.sunchemical.com).

