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**Sun Chemical expands SunColorBox offering with the launch of SunConnect**

**South Normanton, UK *–* 24May 2022** – Sun Chemical has launched [SunConnect](https://pgo.sunchemical.com/l/62722/2022-05-23/3tq9rv2), the latest complementary solution to SunColorBox, designed for the flexo corrugated printing market.

SunConnect is an accurate and digital color communication tool that will enable converters to communicate color match request and quality control data on press directly from a smartphone, tablet, or desktop. It is an entry level digital color management solution giving converters the opportunity to upgrade in future to Sun Chemical’s SunColorBox – a unique set of tools and services that enables consistent and accurate digital color communication throughout the entire packaging supply chain. These applications and services are aimed at supporting packaging printers and converters produce brand colors consistently, anywhere in the world, within a fully optimized digital process.

SunConnect eliminates the requirement of sending physical swatches back and forth between the customer and color center, improving color accuracy and saving time and costs for both parties. This helps streamline the entire process and results in faster turnaround times for color match requests.

The SunConnect Digital Color Sensor has been developed by Sun Chemical to align with the existing market reference device, ensuring compatibility with our standard color matching procedures.

Additionally, the SunConnect app can assist press operators in confidently controlling color~~s~~, based on digital data, while helping production managers ~~to~~ identify opportunities for improvement and confirm production quality.

Mehran Yazdani, President, Global Packaging Materials and Advanced Materials, comments: “We are thrilled to announce the launch of SunConnect for the flexo corrugated printing market and to continue to expand our digital color management portfolio. We hope that SunConnect can provide a breakthrough for flexo water-based packaging printing companies looking for a user-friendly, entry level color management solution.”

SunConnect is available from today and available globally.

To find out more about the range visit w[ww.sunchemical.com/sunconnect](https://pgo.sunchemical.com/l/62722/2022-05-23/3tq9rv2).

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About Sun Chemical

Sun Chemical, a member of the DIC Group, is a leading producer of packaging and graphic solutions, color and display technologies, functional products, electronic materials, and products for the automotive and healthcare industries. Together with DIC, Sun Chemical is continuously working to promote and develop sustainable solutions to exceed customer expectations and better the world around us. With combined annual sales of more than $8.5 billion and 22,000+ employees worldwide, the DIC Group companies support a diverse collection of global customers.

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) or connect with us on [LinkedIn](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furlprotection-mia.global.sonicwall.com%2Fclick%3FPV%3D1%26MSGID%3D202007132144550540256%26URLID%3D28%26ESV%3D10.0.6.3447%26IV%3D56A74044220AA96C5BF5F007320AB65B%26TT%3D1594676699368%26ESN%3DsN5haVG8aryi9IBx71s0e%252Flb1IufLPFtfe%252BqPxc543s%253D%26KV%3D1536961729279%26ENCODED_URL%3Dhttps%253A%252F%252Fwww.linkedin.com%252Fcompany%252Fsun-chemical%252F%26HK%3D5F79672C6293D766910B9BA7A1B2EC6729AD3963AE8D4FABC074F17C0FE9C43C&data=02%7C01%7Csawan%40adcomms.co.uk%7C09f53d42aa924a1e331508d827769b4c%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C637302737659893579&sdata=PT8Hn2xt16%2BSAj6czG%2FvLfkw0gqwt%2F2mAcPV%2FJPZIuk%3D&reserved=0), [Instagram](https://www.instagram.com/lifeatsunchemical/) or [Twitter](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furlprotection-mia.global.sonicwall.com%2Fclick%3FPV%3D1%26MSGID%3D202007132144550540256%26URLID%3D27%26ESV%3D10.0.6.3447%26IV%3D6E6C0DFDE13280A34FE5CD1D76B96E90%26TT%3D1594676699368%26ESN%3DwaiLvA2IqqxLTinxItCOy8LZEI2X%252BjrRRUbzsEk2Jqw%253D%26KV%3D1536961729279%26ENCODED_URL%3Dhttps%253A%252F%252Ftwitter.com%252FSunChemCorp%26HK%3DC9342E4F323C3B8F57BF8549A61D4BAFBD7FABCDD87BAF7160357220B5539219&data=02%7C01%7Csawan%40adcomms.co.uk%7C09f53d42aa924a1e331508d827769b4c%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C637302737659903575&sdata=NqtF9ItHaLYD2TsEF0xgw0xf1DpsEIepRyRI0bBREqo%3D&reserved=0).

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