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**PR Contacts:**

Begoña Louro, Sun Chemical Rayyan Rabbani, AD Communications, UK

+49 (0)152 2292 2292 +44 (0)7827 910 382

begona.louroluana@sunchemical.com rrabbani@adcomms.co.uk

Sun Chemical to showcase extensive range of digital textile inks at ITMA 2023

**SOUTH NORMANTON, UK** – May 9, 2023 – On Stand D302, Hall 5, ITMA (8-14 June, Milan Italy), Sun Chemical will demonstrate its complete range of digital textile inks, suitable for printing any textile material.

In line with ITMA’s theme this year of [“Transforming the World of Textiles”](https://pgo.sunchemical.com/l/62722/2023-05-08/3vj43tq), Sun Chemical’s campaign for the show will focus on the company’s commitment to digital textiles, sustainability, and the evolution

Following the acquisition of leading digital inks supplier Sensient Imaging Technologies in 2020, Sun Chemical has developed and launched new inks in the major technologies of reactive, sublimation, and pigment printing, with the objective of enhancing performance and improving sustainability credentials, while also improving productivity. Additionally, Sun Chemical will also showcase its range of acid dye inks.

**Announcing the launch of Xennia Amethyst Evo RC ink**

Sun Chemical announces the launch of **Xennia Amethyst Evo RC**, which will be highlighted on the stand. This high-quality ink, an evolution of the successful Xennia Amethyst series, has been specially formulated to enhance production and enable customers to achieve their high-volume targets in the fashion and home textile industry, without compromising quality. The innovative formula is designed to improve colour efficiency and strength while optimising properties to enhance colour balance for advanced colour management and sample matching. The ink has received Eco-Passport (from OEKO TEX) and Global Organic Textile Standard (GOTS) certification and is listed as ZDHC Level 3.

**Next Generation Pigment Inks**

Sun Chemical is pleased to announce the launch of a new series of digital pigment inks for textile, **Xennia Sapphire**. Initially available for higher viscosity printheads such as Ricoh Gen 5 and Fujifilm Dimatix Starfire, Xennia Sapphire inks provide a step-change in pigment printing with enhanced colour and fastness performance, unrivalled print stability and ease of use. Xennia Sapphire aligns with Sun Chemical’s sustainability goals and has been developed to have a low impact with a no water process, efficient curing and soft hand fell to reduce the need for finishing chemicals.

Xennia Sapphire inks will also be available for Kyocera printhead technology to have a set compatible with the majority of digital textile printers on the market.

**Introducing ElvaJet SR342**

Sun Chemical will launch its latest sublimation ink to address higher viscosity printheads such as technology from Ricoh and Dimatix. Based on in house disperse dye dispersions, **ElvaJet SR342** delivers the purest color shades allowing an extended color gamut combined with the best on printer performance with optimized drying and minimal maintenance requirements.

Simon Daplyn, Product Marketing Manager, Sun Chemical comments: “Sun Chemical’s latest textile innovations have been formed with both a deep understanding of the textile market and extensive experience in digital printing ink development. Additionally, we are fully committed to delivering innovative solutions that are compliant with the latest textile standards. We work with external testing houses to ensure our inks meet the exacting needs of market and brand standards to ensure our customers can be confident in every aspect of ink performance”.

Edri Baggi, Business Manager for Sun Chemical’s Textile Inks Business adds “ITMA is the perfect place to showcase our technology and meet with customers from around the world to demonstrate the value Sun Chemical inks can bring to their business, all while ensuring product compliance and improving their sustainability credentials.”

For more information visit h[ttps://pgo.sunchemical.com/ITMA2023](https://pgo.sunchemical.com/l/62722/2023-05-08/3vj445q) or visit Sun Chemical at ITMA on Stand D302, Hall 5.

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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" \t "_blank), or [Instagram](https://www.instagram.com/lifeatsunchemical/%22%20%5Ct%20%22_blank).