

new_release_hdr_0520

**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](mailto:begona.louroluana@sunchemical.com) [rrabbani@adcomms.co.uk](mailto:rrabbani@adcomms.co.uk)

Sun Chemical to Launch new Xennia Amethyst Evo RC Reactive Printing Ink for Digital Textile Printing at ITMA 2023

**South Normanton, UK – June 5, 2023** – Sun Chemical announces the launch of **Xennia Amethyst Evo RC**, a new generation of reactive printing inks for industrial textile printers, which will be showcased on Stand D302, Hall 5, at ITMA Milan from June 8-14 2023.

Expanding further upon the market leading Xennia Amethyst series, Xennia Amethyst Evo is a high-quality, consistent ink that is specially formulated to enable more efficient production, ensuring customers meet their most demanding volume targets in fashion and home textiles without compromise.

The new innovative formula increases colour efficiency and strength, with optimised properties that also improve colour balance for better colour management and sample matching. The ink set includes an extended range of colours expanding the number of options with the addition of a Premium Black and Light Black. These complement the existing Ultra Black and Grey, ensuring that every combination is available regardless of the printer configuration and set-up used.

“Continual market assessment and customer feedback has enabled us to focus on what matters to printers” says Simon Daplyn, Manager, Product Marketing, Sun Chemical. “We wanted to develop a progressively better performing product — expanding the limits of colour, application and printer performance.”

“Having offered a market leading solution for over ten years, this evolution maintains our position as a leading value provider of high quality and consistent products for the digital textile market,” comments Pete Saunders, Global Director, Digital Business, Sun Chemical. “Meeting our customers’ goals is extremely important to us, which is why we work to make our products simple to use while delivering outstanding colour and production efficiency to help minimise waste. Our global reach enables us to closely support market implementation allowing local distribution, shortening delivery times and reducing logistics and carbon impacts.”

These efforts are part of an ongoing product development strategy where Sun Chemical looks for ways to design inks that reduce water, energy, and waste throughout the print and process steps.

Xennia Amethyst Evo RC is certified for ECO-PASSPORT by OEKO-TEX®, approved by ECOCERT for compliance with GOTS (Global Organic Textile Standard), and is Level 3 on the ZDHC Gateway.

**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) 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).

