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Sun Chemical to showcase latest digital textile ink innovations at ITMA Asia

**SOUTH NORMANTON, UK** – 14 November 2023 – Sun Chemical will exhibit its cutting-edge range of digital textile inks on Stand D04A, Hall H6, ITMA Asia 2023 (19th – 23rd November, Shanghai, China). Sun Chemical will place particular emphasis on its market leading reactive ink ranges, highly relevant to the Asian market.

Sun Chemical is dedicated to offering innovative solutions tailored to the specific needs of the textile industry in Asia and beyond. Following the acquisition of Sensient Imaging Technologies in 2020, Sun Chemical has diligently developed a variety of inks, including significant reactive ink innovations, aimed at enhancing performance, sustainability, and productivity. Sun Chemical has made significant investments in a state-of-the-art ink manufacturing site in Shanghai and has been manufacturing and supplying digital reactive inks from this facility since May 2023. The investment enables Sun Chemical’s Swiss quality inks to be supplied locally to key markets such as China, India, Pakistan and Bangladesh, allowing reduced shipment time and costs, while customers in Asia benefit from fast and responsive customer service.

At ITMA Asia the following product ranges will be showcased:

**Xennia Amethyst Evo RC ink**

The recently launched Xennia Amethyst Eco RC ink is a reactive printing ink for industrial textile printers and will be a key focus at the show. This high-quality ink is an evolution of the successful Xennia Amethyst series. The ink is specially formulated to enhance production and enable customers to achieve 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 while also being listed as ZDHC Level 3.

**ElvaJet Sublimation Inks**

Sun Chemical’s portfolio of ElvaJet sublimation inks is world renowned for high quality, precision colour performance and production reliability. The latest technologies supporting Kyocera printheads, ElvaJet Topaz SC and for Epson technology, ElvaJet Opal SB will be highlighted. These ink ranges offer the user unrivalled transfer paper compatibility, colour purity and on printer performance as well as being certified for ECO PASSPORT form OEKO-TEX and being listed as ZDHC Level 3.

**Introducing ElvaJet SR342**

Earlier this year, Sun Chemical launched its latest sublimation ink, ElvaJet SR342, which will be on display at ITMA Asia. The ink addresses higher viscosity printheads such as Ricoh and Dimatix technologies. Based on in house disperse dye dispersions, **ElvaJet SR342** delivers the purest colour shades, allowing an extended colour gamut combined with the best on printer performance with optimised drying and minimal maintenance requirements.

**Next Generation Pigment Inks**

Sun Chemical will also showcase its upcoming 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 fast performance, unrivalled print stability and ease of use. Xennia Sapphire aligns with Sun Chemical’s sustainability goals as it has been developed to have a low environmental 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 most digital textile printers on the market.

Edri Baggi, Business Manager for Sun Chemical’s Textile Inks Business says: “ITMA Asia is the ideal place to showcase our latest innovations that address the specific needs and challenges of the Asian textile industry, particularly where reactive inks remain a key focus. We look forward to meeting with existing and potential customers from this region to demonstrate the value that Sun Chemical can bring to their business, all while ensuring product compliance and improving their sustainability credentials.”

For more information visit: [https://pgo.sunchemical.com/ITMAAsia2023](https://pgo.sunchemical.com/l/62722/2023-11-10/3vnpwyf) or visit Sun Chemical at ITMA Asia on Stand D04A, Hall H6.

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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.

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