****



**PR Contacts:**

Begoña Louro, Sun Chemical Sirah Awan AD Communications, UK

+49 (0)152 2292 2292 +44 (0)7425 345 854

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

Sun Chemical announces its first ever appearance at the Automotive Interiors Expo 2023 in Stuttgart

**SOUTH NORMANTON, UK** – 5th December 2023 – Leading global inks, pigments, and specialty chemicals manufacturer Sun Chemical will exhibit its cutting-edge range of solutions for the automotive industry on booth 3658, Automotive Interiors Expo 2023 (5th – 7th December, Stuttgart, Germany).

Sun Chemical offers an extensive range of screen printing, pad printing, electronic materials and specialty chemicals tailored specifically for the automotive industry. This marks Sun Chemical’s inaugural participation at this influential trade show, reaffirming its commitment to serving the automotive industry.

**Decomold**

Sun Chemical will be using the show as an opportunity to introduce its **Decomold** range of inks. Specifically designed for in-mold decoration and film insert molding, these innovative inks complement Sun Chemical’s existing range of functional inks. These inks enable automotive manufacturers to achieve a seamless and visually appealing integration of decoration and functionality into their components.

**SunHytek**

With a commitment to quality, innovation, and reliability, **SunHytek**, provides an ideal solution for automotive applications. SunHytek’s versatile line of inks is designed to meet the diverse demands of the automotive sector, whether for screen, pad, or digital printing. Sun Chemical inks can empower automotive projects with unparalleled quality and performance. The solutions can be tailored for all automotive applications.

**SunTronic Electronic Materials**

Sun Chemical will showcase its comprehensive portfolio of **SunTronic** electronic materials, with solutions specifically tailored to stretchable and In-Mold Electronics (IME) applications. This includes the latest generation of SunTronic IME inks, featuring top-quality dielectric and silver conductive inks, as well as thermoformable materials.

SunTronic’s extensive range of electronic materials empowers users to seamlessly integrate touch switches and lighting into IMD/FIM applications. These materials are built to withstand the most rigorous conditions of the injection molding process.

**SunPad**

Sun Chemical will also demonstrate its **SunPad** range of inks for pad printing. This product range offers a comprehensive selection of inks tailored for various automotive applications, including engine room decorative panels, alloy wheels, operation buttons, gear shifts, door trims, and smart keys.

The SunPad range is distinguished by its optimised formulations, ensuring peak machine performance, while also providing customised solutions to meet specific requirements. With a commitment to environmental responsibility, these inks are part of Sun Chemical's eco-friendly systems, further emphasising the company's dedication to delivering sustainable solutions.

**Pigments**

Sun Chemical will highlight its functional black pigments, which provide solutions for solar heat management. While dark surfaces with standard carbon black pigments intensively absorb solar energy and convert it to heat, **Sicopal®**, **Xfast**®, **Microlith®** and **Spectrasense®** functional black pigments and pigment preparations reflect solar radiation to keep dark surfaces cool.

For the most demanding polymers and processes Sun Chemical offers a broad range of coloring solutions (Sicopal®, **Oracet®**, **Paliogen®**, **Cinquasia®**, **Cromophtal®**) for engineering plastics and high heat polymers providing excellent processing, durability and heat resistance (e.g. for Orange for e-mobility). Our new portfolio of plastics colorants, certified with the ECO PASSPORT by OEKO-TEX®, provides high purity and performance for demanding fiber applications.

In addition, pigment preparations that allow compounders to run the “Xtra Mile” will be presented. With **Microlen® Piano Black**, customers can expect unmatched jetness in plastics and outstanding dispersion quality that maintain the mechanical properties of the polymer.

**Specialty Chemicals**

Sun Chemical also offers a wide range of specialty materials for automotive interiors, including its latest range of water-based polyurethane resins, **HYDRAN GP**. These resins have a higher solid content and do not contain amines. They help reduce process times, odors, and emissions, making them a more environmentally-friendly option. Other highlights within this portfolio include acrylic emulsions featuring excellent adhesion, chemical resistance, gloss properties, and metallic pigment orientation; and a range of aromatic and aliphatic polyisocyanates and prepolymers suitable for various automotive applications.

Sun Chemical’s strong environmental and regulatory responsibility aligns with its focus on product excellence. The company is dedicated to sustainable and eco-friendly practices that align with industry regulations, emphasizing its commitment to environmentally responsible solutions.

Robin McMillan, Business Development Manager – Screen and Industrial Europe at Sun Chemical comments: “We’re proud to offer a comprehensive range of products to cater to all applications within the automotive industry, demonstrating our commitment to R&D within this area. Equally important to us is our strong environmental and regulatory stance. We are dedicated to sustainability and ensuring that our products align with the most stringent industry regulations. The Automotive Interiors Expo 2023 is a great opportunity for us to share our knowledge and technology, and we look forward to debuting at the show.”

For more information visit: [http://pgo.sunchemical.com/automotiveinteriorsexpo2023](https://pgo.sunchemical.com/l/62722/2023-12-01/3vp7b4b) or visit Sun Chemical at Automotive Interiors Expo 2023 at booth 3658.

ENDS

**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).