****



**PR Contacts:**

Heather Buchholz, Sun Chemical Sirah Awan, AD Communications, UK

+1 708 236 3779 +44 (0)1372 460542

heather.buchholz@sunchemical.com sawan@adcomms.co.uk

**Sun Chemical Implements a Pigment Related Price Increase on Inks in EMEA Packaging and Graphics**

**SOUTH NORMANTON, UK** – July, 17, 2024 – Sun Chemical announces price increase across a broad portfolio of its inks in Europe, the Middle East and Africa (EMEA), effective immediately.

The supply chains of colour and white pigments have severely been impacted by diverse challenges in recent months, including cases of disruption, shortage, insolvency, anti-dumping import tax, as well as further increasing sea freight rates from Asia. These factors have been driving up the cost of Sun Chemical’s ink products, encompassing both colour and white inks.

“The pressure across the supply chain is causing significant rise in inks raw material costs and unfortunately requires us to increase prices,” said Mehran Yazdani, President, Global Packaging and Advanced Materials, Sun Chemical. “We will continue to work with our sourcing partners to manage and minimise the impact on our customers.”

As a leading ink supplier, Sun Chemical is working hard to mitigate rising costs by implementing internal improvement programs and by maintaining very close communication with its suppliers and industry associations to ensure it is fully aligned to the latest procurement situation. Sun Chemical will communicate specific increases directly with its customers.

Customers with questions can reach out to their local Sun Chemical sales representative.

**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 [Instagram](https://www.instagram.com/lifeatsunchemical/).