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Sun Chemical Implements a Price Increase on Nitrocellulose Containing Products in EMEA Packaging and Graphics

**SOUTH NORMANTON, UK** – 3rd July, 2025 – Sun Chemical Packaging and Graphics increases prices across its entire portfolio of products containing nitrocellulose in Europe, Middle East, and Africa, due to significant raw material cost increase. The price increase is effective immediately, or as contracts allow, and varies based on each product’s type and nitrocellulose content.

Nitrocellulose, a key component in solvent-based printing inks, is also used to produce automotive paints, wood varnishes, cosmetics, as well as explosives, propellants and ammunitions. The recent geopolitical conflicts and associated decisions towards rearmaments have drastically increased nitrocellulose market demand, leading to supply chain tensions and higher pricing.

"We are facing significant raw material cost increases, necessitating higher prices," said Mehran Yazdani, President of Global Packaging and Advanced Materials at Sun Chemical. “Sun Chemical’s primary objective is to keep our customers supplied with the packaging solutions and services they need”.

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

In parallel, Sun Chemical also offers a broad range of nitrocellulose-free solutions including inks, coatings and adhesives solutions for lamination and surface printing, suitable for flexography or rotogravure, to meet the evolution of recycling goals.

Customers with questions can contact their local Sun Chemical sales representative.

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