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**PR Contacts:**

Begoña Louro, Sun Chemical Sirah Awan, AD Communications, UK

+49 152 2292 2292 +44 (0)1372 460542

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

**Sun Chemical releases new primer for HP Indigo Label Presses**

**SOUTH NORMANTON, UK** – 16th September 2025 – Sun Chemical has announced the launch of its first HP Indigo-approved primer for label applications and HP Indigo **6X00, 6K, 6K+, 8X00, 8K** presses, developed specifically for use with HP Indigo’s Inline Priming Unit (ILP). The new primer, SunEvo™ EV-LWR09 WB LEP Primer Labels, will be available across the EMEA region from Q4 2025, following a phased country-by-country roll-out to ensure printers across each country can benefit from Sun Chemical’s localised support.

This milestone product release follows close collaboration between Sun Chemical and HP development teams, validated through an extensive qualification process involving multiple leading European label converters. These converters, operating in multiple shift production lines, have successfully used the new primer across a wide array of substrates within the Pressure Sensitive Label (PSL) space.

Designed to provide exceptional flexibility and reliability, the primer supports a broad range of materials, from PE and PP to coated/uncoated paper, metallised paper, and wine labels, making it ideal for digital label printing environments where printing multiple SKUs (stock keeping units) on various substrates is required. UK label printer Label Apeel has been using the primer on its two HP Indigo presses as part of the extended qualification process. Helena McKinder, Managing Director at Label Apeel, comments: “We have been closely involved with Sun Chemical throughout the development of the primer. The final product performs exceptionally well across all substrates, with great performance in finishing. We’re very happy with the results and will continue using this primer going forward. It’s been a pleasure working so collaboratively with the Sun Chemical team on this project”.

In addition to its versatility, the primer has been engineered to meet the demands of fast-paced, high-volume operations. It enables instant ink adhesion with reduced coat weights and lower voltage corona discharge. This reduces energy consumption, making it a cost-effective solution. It also minimises media damage from thermal shocks, lowers the risk of voltage burns, and resists yellowing - a common challenge with many other primer chemistries.

The release marks the beginning of a broader innovation roadmap, with Sun Chemical actively developing additional digital solutions to further enhance its offering to the HP Indigo label and packaging community.

Pete Saunders, Global Director of Digital Business, Sun Chemical, comments: “This is a great milestone for Sun Chemical as we release our first primer. The launch reflects the strong collaboration between HP and Sun Chemical to provide a flexible primer solution for the packaging community. Our new primer offers customers choice and performance, one solution to meet their label printing needs, all while boosting productivity and remaining cost-efficient.” Regina Guslitzer-Okner, Head of Supplies, Applications, and Sustainability at HP Indigo, adds: “We’re proud to celebrate this milestone with Sun Chemical, marking a new chapter in our shared commitment to innovation in the Labels business. This primer launch is the result of deep collaboration, technical expertise, and a shared vision to empower customers with a wider range of solutions. Together, we’re enabling label converters to streamline operations, enhance print quality, and meet evolving market demands with confidence”.

To learn more about Sun Chemical’s innovations and solutions, visit: [www.sunchemical.com/packaging\_product\_sunevo/](https://pgo.sunchemical.com/l/62722/2025-09-15/3w1zhy3)

**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 $7 billion and 21,000+ employees worldwide, the DIC Group companies support a diverse collection of global customers.

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