

Welcome

Printing inks in a branded world – beyond colour

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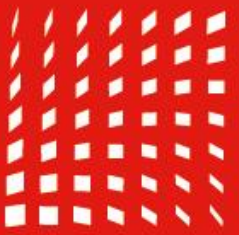
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Overview

A branded world today expects more than just colors



Brand images are supported by inks in different ways

We will focus on these three aspects to show the role of printing inks in packaging

Impact at the Point of Sale



Appearance of Packaging is key for the success of a product at the Point of Sale - so called **First Moment of Truth**:

- Conveying Brand Image
- Generating attention on the shelf amongst competitor's alternatives – “Me too” is not sufficient anymore

Printing Inks play a crucial role for the **differentiation of brands**

Packaging appearance

Printing ink systems and their special effects are the **most relevant technical vehicles** to materialize attractive packaging design via:



visual effects



tactile effects



Interactive effects

Visual effects

Consistent Brand Colours

Globally
known US soft-
drink

Globally
known Dutch
beer

Globally
known French
Mineral Water

Support with visible Special Effects



Pearlescence



Printed Metallics



Matt/Gloss

Tactile effects

Address further senses to create emotions



Interactive effects

The 'WOW-effect' at the PoS: Special effects to catch attention

- Using light:



Fluorescence



Hologram



Phosphorescence



Colourflop

- Using your smartphone:
QR codes/printed electronics/augmented reality/...



- Using temperature: Thermochromics

Unique

Reversible Thermochromic Inks

Reversible thermochromic inks contains microencapsulated dyes which change from colored to clear over a specific temperature range. They may be mixed with conventional organic pigments to give alternative color.



Second moment of truth (not always visible)

- Emotions dominate the first selection – now the mind/brain kicks in with fact based aspects:

Packaging related technical aspects have to be met

- Colour consistency



- Resistances of inks



Second moment of truth (not always visible)

Packaging related technical aspects have to be met

- Barrier properties (also printed)



- Brand protection / Security inks



Second moment of truth (not always visible)

Adding convenience with printing inks

- Smart & active packaging, e.g. printed shelf life indicators

Fighting an increased packaging complexity

- Making an increasing number of SKUs at the PoS economically more digestible by e.g. using extended colour gamut printing
- Advanced printing technologies using modern ink developments can help to manage the time to market challenge: digitally printed short runs; surface printing on e.g. pre-laminated structures, etc.



Product safety for food packaging

Consumers can expect that food packaging is always safe

Legal regulations on packaging inks give the necessary frame

- EU regulations, e.g. the Framework , Plastic and GMP regulation
- National regulations, e.g. Swiss Ordinance, FDA, China, ...

Nevertheless, they don't cover the full area of food packaging yet
Even higher standards are ensured by the industry:

- Self commitments of ink associations (e.g. EuPIA, etc.)
- Brand owners started to define individual regulations



Printing inks and sustainable packaging

Just safe and good looking is not longer sufficient for packaging

- Packaging protects the food and informs the consumers
- Packaging waste is too valuable to allow littering, landfill and incineration
- Governmental regulations require a higher recycling share
 - European plastic strategy until 2030
 - German Packaging Law since Jan 2019,
- FMCG established self commitments on recyclable, renewable and biodegradable packaging
- NGO's like the EllenMcArthur foundation and industrial associations focus on driving the technical progress

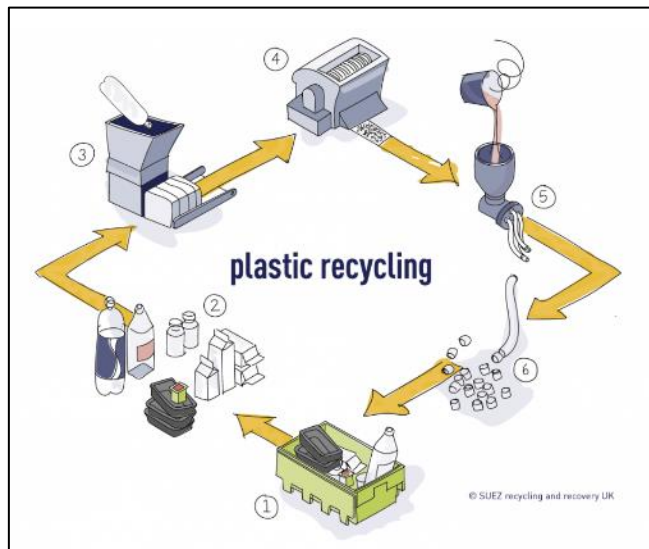
 SUSTAINABLE DEVELOPMENT GOALS



Printing inks and sustainable packaging

Inks are considered as a key component to enable sustainable packaging

- Inks must be fit for use and shall support recycling at the same time
- Design4Recycling guidelines of the packaging and the recycling industry
- The ink industry intensely develops more sustainable ink solutions
- EuPIA implemented task force teams for plastic and paper recycling



Source and © suez UK

Printing inks and sustainable packaging

Sustainable ink formulations to reduce the ecological footprint

- Deinkability of printed paper and plastic material
- Well selected renewable raw materials to reduce the carbon footprint
- Substitute critical substances, like PVC or mineral oil
- Ink systems for compostable / biodegradable packaging
- Support the reduction of energy, waste or other resources during the production of packaging materials



Summary

A branded world today expects more than just colors



Effects



Safety



Sustainability

Conclusion:

- Include ink suppliers into packaging development projects in an early stage
- Get in touch with us for more detailed information

....there is much more to discover !!!

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Thank you
for your attention.



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