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PRESS RELEASE

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## World debut PURe – pure ink system free of metal dryers and photo initiators

Neusäß, 13.09.2017

The latest ink technology of Epple Druckfarben AG, Neusäß is called PURe. As third ink system besides UV- and conventional inks PURe convinces with sustainable ink recipes and fast processing. PURe comes along and is without any metal dryers and photo initiators. Thereby PURe places itself fully at the service of printers looking for an environmentally friendly processing of their orders.

The colour world premiere of PURe immediately positions itself distinctively in the market of sheetfed offset inks, as Dr. Carl Epple, Board responsible for development and innovation at Epple, explains: „Between the conventional and UV-print, PURe is a new, a third offset ink technology. PURe as Epple in-house development combines the best of both worlds and thereby ecology and economy to a highly sustainable product.”

### Important attributes: pure and fast

The purity and the fast processing of the print product: this is the essence of the autonomous ink system PURe. Dr. Carl Epple was in charge of its development: PURe is not a fig leaf of the environmental friendly print. PURe is really eco-friendly, totally free of mineral oil, photo initiators or the metal dryers of oil-based offset inks. For the drying no potential toxic metals such as cobalt and also manganese or related compounds are necessary. Thus PURe protects humans and nature.” The raw materials are mainly and the binding systems are completely on basis of renewable raw materials. Such as the customers already knows from the BoFood series for the packaging print. During the development Epple attached great importance to the now implemented no hazardous classification of PURe. This documents the environmental friendly and health protecting nature of the ink. The fast and resource friendly processing of the inks saves

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the printer time and expenses. Thereby the setting of the odour neutral ink PURe is quality-ensuring. Compared to the conventional oil-based printing method, where a processing within less than several hours is hardly feasible, print orders can be handled more efficiently. For the drying of the PURe inks no radiation curing systems are used. This saves energy costs respectively avoids investments in emitter technology and the intensive cooling of the drying device.

**„create a PURe world“**

PURe, patent pending was developed for printers and their customers having at the same time a high ecological and economic demand. Each printing shop appreciates the fast quality production without long temporary storage. „Our beta customers printed travel brochures as well as newspapers, simply everything what internet printers are producing“, notices Dr. Carl Epple. Within this frame printing shops can actually create themselves a diverse PURe world with process inks. The field technicians of Epple specifically attend the printing shops during the introduction of the ink system. “Special challenges such as in the food packaging print we will approach in future“, said Dr. Carl Epple at the market launch.

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## Caption

World debut of PURe. Discover a new colour world. The first, purest and fastest ink of its kind. Dr. Carl Epple, Member of the Executive Board, responsible for development and innovation.

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## COMPANY INFORMATION

The Epple Druckfarben AG stands for PURe perfection in every detail. Since 1889 Epple embodies permanent further development and highest quality standards. As leading manufacturer Epple showed its innovativeness with the early development of mineral oil-free eco process inks and special inky types for very long wash intervals in the perfecting print.

This also reflects in the field inks for food packaging with the patented products BoFood MH and BoFood Organic.

For the medium-sized family-owned company flexibility is a high priority. Like scarcely any other company Epple is able to offer customized solutions for their worldwide customers' individual requests.

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