

Label and Direct Printing Inks for Packaging Decoration

At Labelexpo 2015 Marabu will be showcasing its high-quality, efficient and tailor-made screen and digital printing inks for packaging decoration. Visitors will have the choice between label and direct printing solutions.



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Tamm, Germany, 3 July 2015 – At this year's Labelexpo Marabu will be showcasing its advanced label and direct printing solutions for the cosmetic, food, and pharmaceutical industry, including its well-established ink series for rotary and flatbed screen printing. Along with screen printed 3-D metallic

effects or digitally printed metallic shades with the new Mara[®] Jet DI-SX Plug&Print inkjet ink for the EcoSolMax 2 generation of Roland printers.

High-quality no-label-look with rotary label printing or flexo printing machines



Product packaging needs high-class labeling for decoration, inscription, or designation. Ultra RotaScreen UVRS has been developed for all common rotary label printing machines, and is perfectly suited for combination printing with UV letterpress and UV offset. When combined with UV flexo printing, Ultra RotaScreen UVSF is the right choice. The ink is silicone-free which ensures the compatibility with the overprinted UV flexo ink system. Both inks series are printable on common label materials such as coated or Corona-pre-treated PE/PP foils, coated PET foils, PVC, and self-adhesive foils and papers.

Stylishly matt or high-gloss inks for flatbed label printing



Ultra Pack UVC features brilliant, high-gloss colour shades that make your product the one in a million. It adheres well on pre-treated PE/PP, rigid PVC, PETG and PETA, PC as well as PS. The ink series is highly reactive and perfectly suited for the ennobling of roll-to-roll labels on flatbed screen printing machines.

Ultra Star-M UVSM features matt colour shades for stylishly noble product designs. It is used for flatbed label printing, and is suitable for printing onto various substrates such as PVC, pre-treated self-adhesive PE and PP films, polyester films, polystyrene, polycarbonate, rigid PVC, paper, and cardboard.

Braille varnish for rotary and flatbed screen printing

An extremely high ink deposit with sharp-edged definition is the main criteria for braille varnish, because blind and partially sighted people rely on a clear and unmistakable product marking. The very high ink deposit with constant ink film thickness of Marabu's braille varnish UVLB 1 and

2 guarantee best tactical results. UVLB 1 is suitable especially for rotary screen printing with stencils from Gallus and StorkScreens, while UVLB 2 is a universal braille varnish for flatbed screen printing machines.

LED-curable screen printing ink for tubes and containers



The new Ultra Pack LEDC is a LED-curable screen printing ink which delivers excellent results in terms of adhesion, opacity, degree of gloss, and reactivity. It is suitable for container printing and flatbed label applications. The good opacity works especially for full area prints or text. In addition to Ultracolor basic shades, high opaque shades and opaque white, the LEDC series include a silicone-free opaque white 171 for perfect flexo overprintability. Its modern rheology and viscosity allow excellent printability and easy handling. Thanks to its specific UV-LED formulation Ultra Pack LEDC

screen printing ink allows conventional UV curing or LED curing without additional post curing. Thereby, a more flexible management of the print process is possible.

Inkjet metallic shades with liquid coating protection

For stunning digitally printed metallic effects, Marabu will present its new solvent-based Mara[®] Jet DI-SX Plug&Print inkjet ink for the EcoSolMax 2 generation of Roland printers. DI-SX is perfectly suited for fast printing speeds and roll-to-roll print jobs. The high-grade pigmented ink system provides lots of different silver, gold, bronze and other pearlescent metallic effects as well as a nickel-free yellow and Light Black. In combination with the glossy water-based Mara[®] Shield WA-FXG liquid coatings the digitally printed metallic effects are fully resistant to abrasion. Mara[®] Shield WA-FXG can either be applied automatically by roller coater or manually using a roller, spray gun, or other applicators.

Digital direct printing onto glass or PET bottles

Inkjet printing directly onto PET or glass bottles opens the door to completely new possibilities in packaging designs. Depending on the system configuration, it is possible to complete smaller custom jobs or large-volume production runs at very high speeds.

Upcoming regulations

So-called „low-migration inks“ are required and used for the decoration of food packaging. They are supposed to minimize the risk of components migrating from the UV-cured ink film into the foodstuff. Being aware of the responsibility as an ink manufacturer, Marabu will meet legal requirements with its packaging inks and will present a new ink system at Labelexpo. Our experts at the booth look forward to answer your questions regarding these new regulations.

Marabu GmbH & Co. KG



Marabu is a leading global manufacturer of liquid coatings and screen, digital, and pad inks with headquarters near Stuttgart, Germany. Marabu's track record of innovation stretches back to 1859, featuring many industry-first solutions for both industrial

applications and graphic design. With its 15 subsidiaries and exclusive distribution partners, Marabu offers high-quality products and customer-specific services in more than 80 countries. Exceptional technical support, hands-on customer training, and environmental protection are core elements of its corporate philosophy. Sustainable business practices are also key to Marabu's vision. These have been implemented through a number of initiatives, with concrete results – and the company is committed to maintaining this

course of action in future. Marabu has been certified to ISO 9001 since 1995 and to ISO 14001 since 2003.

