

## Marabu at FESPA 2017

**“Dare to Print Different” is the slogan for this year’s FESPA trade show in Hamburg. And Marabu will be living up to its spirit by unveiling a variety of new inks for screen, digital and pad printing, plus liquid coatings for graphical and industrial applications. With its broad skillset, Marabu is a natural choice for companies seeking new and sometimes unconventional answers to their specific printing challenges.**



**Tamm, Germany, 06 March 2017**– FESPA 2017, will be held from 8 to 12 May in Hamburg, providing the printing industry with its popular annual platform for the exchange of information and insights. Marabu, the market-leading manufacturer of printing inks based in the Stuttgart region, will be amongst the exhibitors (hall B7, stand C60). It will be presenting its comprehensive and varied range of existing products – and unveiling new solutions for specific applications in screen, digital and pad printing. This

includes advancements in ink technology for the efficient production of touch screens, the company’s qualification for Roland’s Brand of the Ink programme, and recent additions to its portfolio, such as an exceptionally high-quality white within the Mara® Jet DI-SX and DI-MS digital ink lines. A further highlight is the brand-new Ultra Pack UVFP system for screen printing, a UV-curable, low-migration system for food packaging. There is also a pioneering product for pad printing: Tampa® Tex TPX, with a remarkable range of applications.

### Screen Meets Digital – Generating Value Added For Industrial Printing



Touch screens and pads are now found in many scenarios, including harsh industrial environments, high-tech healthcare, and consumer electronics. But no matter where they are deployed, the inks used to print on them must fulfil high standards. Against this background, Marabu has continued to evolve both ink formulations and the printing process. For membrane switches, the company recommends the use of a combination of screen and digital printing, exploiting the advantages of both methods. In this instance, the PET material used to make the switch is decorated by digital printing using

the Ultra Jet DUV-A ink system – which is also compatible with screen printing. This approach accelerates printer set-up, and enables short production runs and customisation of the individual switches for each print job. The blocking layer is created in a subsequent step by means of screen printing – as digital printing still has its limitations in terms of opacity in special cases. Screen printing can play a supporting role, building upon the digital ink layers. For the blocking layer, panel manufacturers can choose between the solvent-based Mara® Switch MSW system, with white, black and silver, or the UV-curable Ultra Switch UVSW system.

This two-pronged strategy can also be transferred to other manufacturing process. For example, the same series of steps and ink systems can be employed for rigid substrates such as polycarbonate and PMMA for the production of front panels. The pairing of screen and digital

opens up new opportunities without neglecting cost or efficiency.

### A New White For Superb Results

A highly user-friendly eco-solvent-based white has been added to the range of shades available for the Mara® Jet DI-SX und Mara® Jet DI-MS ink systems. Both whites deliver high opacity, and excellent chemical and mechanical resistance – and have an extensive shelf life. A further strength with the highly advanced formulations is that neither of the inks forms sediment while in the printer, ensuring seamless production processes. Mara® Jet DI-SX and DI-MS are suitable for substrates such as transparent PVC self-adhesive films (monomer, polymer and cast films) and other coated materials, such as polycarbonate films. Both lines are fully compatible and combinable with original Roland ECO-SOL MAX 3 inks – as guaranteed by Marabu.

### Marabu Is An Official Roland Ink Programme Partner

Within the scope of their recently launched ink programme, Japanese printer manufacturer Roland has named Marabu a preferred supplier of high-quality inks to its customers. The programme is open to Roland-certified manufacturers of inks and serves the TrueVis printer range. It is designed to give customers a larger choice of premium products. Candidates must successfully undergo a strictly defined audit in order to qualify. Roland nominated Marabu for the initiative in early January 2017, and performed the audit in close cooperation with the German ink manufacturer. Marabu was accepted as a premium partner on account of its widely recognized strengths – including superb lightfastness, mechanical resistance and ease of processing. Moreover, as a member of the EuPIA, Marabu fulfils exceptionally strict environmental and safety standards. The inks passed the audit with flying colours. As a result, Roland now actively recommends Marabu to its customers as a cost-effective alternative to home-grown solutions. A special programme logo highlights approved products to potential customers.

### Cold Peel – Digital Transfer Printing For Textiles



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Marabu has repeatedly demonstrated its ability to lead the way – with pioneering technology and expert development partners. A recent example is the creation of a cold-peel process for digital transfer printing – with features that conventional screen transfer printing cannot match. For instance, it can be deployed for a large variety of fabric types. The new Texa® Jet DX-DTE digital printing ink based on pigmented resin boasts all the major advantages of transfer technology. The image is printed using the CMYK process onto a specially coated film, without the need for complex prepress work. Screen printing is only required for the white blocking layer or, if needed, the application of adhesive. The final patches are produced by means of a heat press. The patches are extremely thin, ensuring the final result has a soft handle, and safeguarding the comfort of the T-shirt. When deployed on the Mutho Value Jet 628, cost-effective and efficient small and mid-size production runs are possible. Further strengths are wash resistance, and the ability to generate high-resolution images in bright colours. Visitors to FESPA can discover more at the Marabu stand, including live demonstrations.

### One-Stop Solutions: Equipment Plus Inks Plus Services

Marabu is an official distributor for two leading makes of printer. The SCREEN Truepress Jet W3200 UV II, suitable for graphics, is available in Germany, France and Switzerland. The Spyder Xi digital printer from Inca Digital is recommended for industrial customers based in Europe. Marabu customers who purchase one of these printers can be sure of a complete solution to their needs: in addition to inks tailored to specific imperatives, Marabu offers comprehensive, made-to-measure services and expert advice. This end-to-end approach guarantees seamless production processes.

## Low Migration – New UV-Curable Screen Printing Inks For Food Packaging



Food packaging is designed to present edible wares in a way that appeals to consumers, but also protects the contents. Inks must therefore meet rising expectations in terms of their ease of use in the printing process, the final results – and safety. They are subject to strict quality audits that demonstrate low migration. Marabu's new Ultra Pack UVFP system complies with both the EuPIA Suitability List of Photo-Initiators for Low Migration UV Printing Inks and Varnishes, Part 1A and the stringent Nestlé Guidance Note on Packaging Inks.

Moreover, this line of products has been tested and approved for use in food packaging by the independent Swiss-based SQTS institute. This UV-curable range of inks combines a number of strengths: brilliant, high-gloss colours, excellent adhesion and durability, and very high reactivity for rapid curing and high production throughput. Ultra Pack UVFP can be employed for all types of food packaging materials, in particular for pre-treated polyethylene and pre-treated polypropylene.

## Recent Additions To The Portfolio – New 4C Process Inks

Glass is a versatile and attractive material with unique properties and appearance that make it suitable for a wide variety of industrial applications. Tampa® Glass TPGL was developed on the basis of state-of-the-art raw materials specifically for pad printing decorations on 3D objects. It offers ease of use, brilliant results, and exceptionally high chemical and mechanical resistance. This ink is suitable for glass and ceramic items, metals, chrome-plated and varnished substrates, and thermosetting plastics. The already comprehensive product line has now been extended to include 4C process inks. The entire offering can be employed on both screen and pad printing presses, ensuring great flexibility. The recent addition enables the generation of photorealistic images on 3D glass objects, such as bottles for perfumes and beverages, and drinking glasses.

## An Ink Suitable For An Exceptional Range Of Applications



The Tampa® Tex TPX system was developed specifically for textiles, and offers very high adhesion and high opacity in conjunction with a flexible ink. As numerous test prints and quality checks have now demonstrated, this best-selling pad-printing ink is also ideal for other, highly demanding tasks. The extremely carefully sourced, high-purity raw materials mean this line not only complies with the strict specifications of clothing manufacturers, such as Adidas A01 und Nike RSL, it also fulfils requirements for baby products, toys and packaging. As a result, Tampa® Tex TPX is no longer restricted to prints on T-shirts, shoes and similar items. It is now perfect for other sensitive products, such as babies' bottles, dummies (pacifiers), toys, and packaging

for personal care products and foodstuffs.

## Water-Based Inks For Decorating Toys With Spray Guns and Brushes



This innovative, eco-friendly line consists of Maqua® Coat MAF base shades and Maqua® Color MAC concentrates. The rapid-drying blend of the two elements can be applied to non-absorbent materials with airbrush equipment, spray guns, or with brushes with synthetic bristles – and is perfect for decorating toys. Recommended substrates include soft PVC (polyvinylchloride), and other materials that have been suitably pre-treated. Low-pressure plasma ensures excellent ink adhesion on polyester, thermoplastic polyurethanes (TPUs), certain thermoplastic

elastomers and biopolymers. The products dry very quickly to produce a high-quality silk-matte, highly scratch-resistant finish.

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## Eye-Catching Glass Decorations For Attractive Interiors



Glass is ideal for creating classy interior design elements. Marabu® Shield UV-CGL can be applied quickly and easily to glass panels using the roller-coating process – creating monochrome decorations, or white backgrounds for large-size digital prints. The Marabu® Shield UV-CGL system offers brilliant colours, and dries quickly for efficient, reliable production processes. It also lends itself well to special effects, such as metallic and reflective interference finishes. These

liquid coatings can also be employed to produce opaque blocking layer for digital wall prints, for interior wall panels, kitchen work surfaces and splashbacks, and glass doors. The combination of roller coating and Marabu® Shield UV-CGL guarantees the efficient application of even coatings on diverse panel sizes, and user-friendly printing processes.

## 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 14 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.