



a member of the DIC group   
Color & Comfort

## news release

### **Sun Chemical PR Contacts:**

Ellie Bunce/Greg Mills  
AD Communications  
+44 (0) 1372 464470  
[ebunce@adcomms.co.uk](mailto:ebunce@adcomms.co.uk)  
[gmill@adcomms.co.uk](mailto:gmill@adcomms.co.uk)

## **Sun Chemical to Showcase Comprehensive Portfolio of Packaging Solutions to Brand Owners at interpack 2017**

**Wexham Springs, UK – 28 March 2017 –** At interpack 2017 (4-10 May 2017 in Düsseldorf, Germany), Sun Chemical and its parent company, DIC, will demonstrate to brand owners the expertise, experience and capabilities to deliver ground-breaking, innovative and creative packaging solutions, from concept to consumer, that play a key role in driving the success of products and brands.

Using the theme “*Brighter Ideas for Packaging*” in Hall 7a, Stand C06, Sun Chemical will demonstrate its capabilities as a global, full service packaging solutions provider to uniquely address the key aspects of packaging optimisation, reflected as five separate zones on the stand: **Consumer Protection, World of Color, Lightweighting, Food Waste and Consumer Experience**.

### **Brighter Ideas for Consumer Protection**

Steering brand owners through the increasing international legislative requirements for compliant materials, consumables and labelling, at interpack 2017 Sun Chemical will showcase its wide range of solutions to address the increase in counterfeit trade and to ensure the security of brands and the health and safety of their customers.

Sun Chemical offers a range of overt, covert and semi-covert brand protection solutions including UV responsive and infra-red inks, infra-red taggants integrated within spot colours or varnishes, hidden images embedded into existing packaging designs and smartphone authentication. Highlighted at interpack 2017 will be **SunTag**, an integrated sensor-tag system for cartridges and refills, which provides interactive point-of-use authentication and identification and helps protect product quality and safety at a fraction of the cost of competing technologies. Also on display will be a **smartphone authentication** solution that incorporates the AuthentiGuard smartphone validation application from anti-counterfeit technology specialists DSS (Document Security Systems, Inc.), giving Sun Chemical customers even greater choice, flexibility and potential for protecting their products.

In the Consumer Protection zone, Sun Chemical will also be highlighting a new **near infrared-based food contaminant detection system**. Combining a near infrared (NIR) fluorescent dye that emits NIR and a device that detects NIR, the system, which can be built into a processing line, is able to detect plastic fragments and other contaminants in food, a task that has previously been difficult to achieve.

### **Brighter Ideas for World of Color**

Helping brand owners achieve global consistency of high impact, high quality color, Sun Chemical will be launching **SunColorBox**, a 'toolkit' comprising a comprehensive set of applications and services aimed at supporting packaging printers and converters to produce brand colors consistently, anywhere in the world, within a fully optimised digital process.

DIC highlights in this zone will include the latest issue of its **Asia Color Trend Book**, the only book of its type in the world that focuses on inspiring designers with art and design trends unique to Asian cultures, and a **Model Color Palette for Color Universal Design**, a user-oriented design system to allow information to be conveyed to individuals with color blindness.

### **Brighter Ideas for Lightweighting**

Sun Chemical offers a choice of creative packaging solutions to help brand owners meet their obligations to cut raw material consumption, reduce costs across the packaging supply chain and limit their environmental footprint while still providing high performing brand-enhancing packaging. Currently, most flexible packaging consists of three to four layers of material that give the packaging its structure, protecting the contents from external contaminants and providing an effective oxygen barrier to preserve the contents. Patented developments in solvent-based lamination adhesives and speciality coatings from Sun Chemical/DIC offer brand owners the scope to eliminate one of these layers.

On display in the Lightweighting zone will be the SunLam family of performance lamination adhesives and coatings with oxygen barrier properties, which converters can use to replicate the protective functionality of the additional layer, with reduced material. These cutting-edge lamination adhesives and coatings can be fully compliant for food packaging applications.

### **Brighter Ideas for Food Waste**

With its broad range of functional coatings, Sun Chemical helps brand owners to develop food packaging solutions to prolong freshness and increase shelf-life, limiting food spoilage and helping consumers make more informed decisions that will reduce food waste. Highlights in this zone at interpack 2017 will include **SunBar (Aerobloc)** oxygen barrier coatings, which improve the protective qualities of packaging and increase shelf life, and **DIC Easy Peel**, an easy-to-open sealant film with high heat resistance and stable heat seal strength. Also showcased will be the **SunLase™** laser marking solution, a coating that enables brand owners to add high quality QR and bar codes to secondary packaging and serial number or dates to primary packaging information, whether for practical supply chain purposes or as a late stage pack differentiator.

### **Brighter Ideas for Consumer Experience**

In the Consumer Experience zone, Sun Chemical will be showing how it helps brand owners to develop packaging throughout the product life cycle, from concept to consumer, that offers maximum functional and aesthetic appeal as well as providing engaging, interactive and creative opportunities to enhance the consumer's emotional experience. Highlighted in this zone will be the range of **SunInspire** specialty inks

and coatings, in particular its tactile coatings, ranging from coarse and gritty to soft and smooth, which appeal to the sense of touch.

On display will also be the **SunVetro** family of products for ceramics and glass, the **SunCarte®** family of screen and offset inks, adhesives and varnishes to help printers meet the needs of the plastic card market, and, based on DIC technology, printed magnetic tape options for card manufacturers.

Within a separate Product Portfolio zone, Sun Chemical will also showcase its extensive range of inks and coatings suitable for use on multiple substrates across a wide range of packaging applications. With the most comprehensive portfolio in the industry, irrespective of print process and application, Sun Chemical offers a vast choice of both solvent-based and solvent-free products. In addition, the SunJet team will also be available throughout the show to meet with existing and prospective partners and explore collaborative projects that will continue to push the boundaries of digital inkjet printing for packaging.

"Sun Chemical is a leading global provider of packaging solutions addressing the needs of the brand owner and converter," says Felipe Mellado, Chief Marketing Officer for Sun Chemical. "Supported by DIC, our combined capabilities enable real innovation across multiple packaging formats and materials for all types of products and applications. At interpack 2017, *Brighter Ideas for Packaging* will represent our expertise and our diverse and innovative portfolio of packaging products and solutions, from concept to consumer, which we are presenting to the packaging community."

For more information about DIC and Sun Chemical's packaging solutions and services on display at interpack 2017, please visit [www.sunchemical.com/interpack](http://www.sunchemical.com/interpack) or visit Hall 7a, Stand C06 on 4-10 May 2017 in Düsseldorf, Germany.

ENDS

## About Sun Chemical

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with DIC, Sun Chemical has annual sales of more than \$7.5 billion and over 20,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at [www.sunchemical.com](http://www.sunchemical.com).

**working for you.**