



/ MEDIA RELEASE

ARCHROMA INTRODUCES NEW INKPRESSO® SYSTEM FOR DIGITAL PRINTING AT ITMA 2015

Reinach, 12 November 2015 – Archroma, a global leader in color and specialty chemicals, today officially introduced its new Inkpresso® system for digital printing.

Archroma is present at ITMA 2015 to showcase an array of solutions that combine performance, cost optimization and responsible textile production, under the motto: ["IT'S WONDERFUL. Color enhanced. Performance enhanced. Sustainability enhanced."](#)

The company hosts ["Innovation Sessions"](#) that take place every day at its booth in Hall 8 – Stand F101 at 11:00 to allow visitors to take an in-depth look at what some of these innovations will mean to the textile industry.

At the "Innovation Session" on November 14th, Rainer Roesch, Head of Global Business Development, Archroma Textiles Specialties, will introduce for the first time to the public Inkpresso, a pioneering system that Archroma believes will mark a turnaround in the textile digital printing market.

Developed together with Ink-Situ, a Swiss technology provider, Inkpresso will change the way inks are supplied to digital printers. The system brings together benefits that were unattainable so far in inkjet printing: Production flexibility, no shelf-life problems, a larger color spectrum and the possibility of an individual coloristic fingerprint.

More than 20 billion linear meters of printed textiles are produced every year. Currently, only around two percent of these are made using digital printing techniques.

Rainer Roesch comments: "A major component of ready-mixed inks is water. This, however, leads to higher transport costs, increasing environmental impact and reduced shelf life. The Inkpresso system enables mixing of the required ink on site and on demand."

The central component of the system is the Inkpresso Ink Formulation Unit (IFU), where eight color modules are available. The colors can be mixed to meet manufacturers' specific needs – at any time.

Depending on the size and complexity of the printing company, inks can be sent directly from the Inkpresso IFU to the printer through a piping system, or several printers can be supplied simultaneously using a special distribution unit. In addition, colors can be stored for several weeks in a storage unit.

"Inkpresso is driving the digital printing revolution by bringing ink manufacture back to the printers themselves," Roesch concludes.



The Inkpresso® Ink Formulation Unit. (Photo: Archroma)

Inkpresso® is a trademark registered by Archroma in many countries.

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Archroma is a global color and specialty chemicals company committed to innovation, world-class quality standards, high service levels, cost-efficiency and sustainability. Archroma is headquartered in Reinach near Basel, Switzerland, and operates with approximately 3000 employees over 35 countries. Through its three businesses: Textile Specialties, Paper Solutions and Emulsion Products, Archroma delivers specialized performance and color solutions to meet customer needs in their local markets. Archroma helps people fulfill their desire for products that appeal to their emotions and senses for a greater life experience, by developing beauty- and performance-improving technologies applied to everyday products. Products enhanced, colors enhanced, performance enhanced – “Life enhanced”.

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.