

PRINT IT BRITE

A system that makes our paper whiter & brighter, our prints sharper & more vibrant and the production more efficient

THE ARCHROMA WAY TO A SUSTAINABLE WORLD

PRINT IT BRITE / Performance components of the system

Leucophor® VPI liq

Urea-free hexasulphonated optical brightener

- Registered under REACH, TSCA and DSL
- Highest levels of whiteness and brightness in ColorLok™ papers reachable

Cartaren®

Shading pigments for increased whiteness

Excellent light fastness Bright shade

- Cartaren® Violet CB 500 pa
- Cartaren® Blue C-BR 500



Leucophor® ACK & ACW liq

Urea-free wet end disulphonated optical brightener

- Leucophor® ACK
- Leucophor® ACW

PRINT IT BRITE / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Compliant with BfR, Nordic Swan, EU Flower & REACH
- Optimized and efficient process due to less out-of-specification paper
- Reduced chemical usage
- Allows combining high paper whiteness & brightness with sharp & vibrant prints
- Ideal for the production of high-quality paper grades
- Up to 10% reduction in OBA usage

'SAFE' WITH:
Archroma's PRINT IT BRITE system



SAFE

'EFFICIENT' WITH:
Archroma's PRINT IT BRITE system



EFFICIENT

'ENHANCED' WITH:
Archroma's PRINT IT BRITE system



ENHANCED

* Below limits of detection according to industry standard test methods

THE ARCHROMA WAY TO A SUSTAINABLE WORLD / Safe + Efficient + Enhanced = The Ultimate Collection



SAFE – IT'S OUR NATURE TO PROTECT

A solid core: Our deeply rooted goal to protect people and our planet. Safe to use, safe to release and also safe to wear.

EFFICIENT – IT'S OUR NATURE TO RETHINK SUSTAINABLE MANUFACTURING

Innovating application processes that minimize resources and maximize productivity, both in our and our customers' manufacturing as well as by setting ourselves ambitious sustainability goals.

ENHANCED – IT'S OUR NATURE TO ADD ANOTHER LEVEL OF VALUE

Innovation is critical. With it, we create additional effects, functionalities and aesthetics and sustainable differentiation to bring additional value, helping consumers to achieve their goals, for a life enhanced.

www.pp.archroma.com

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CERTIFIED TO
SE EN ISO 9001:2015
SN EN ISO 14001:2015
SN EN ISO 45001:2018

For additional technical service and/or laboratory assistance, contact your local Archroma representative.

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