

## PRINT JOY

An economical,  
formaldehyde-free\* &  
high-definition printing  
system for everyday fabrics  
which is better for you  
and our planet

\* Below limits of detection according  
to industry standard test methods.  
Not intentionally added



THE ARCHROMA WAY TO A SUSTAINABLE WORLD

## PRINT JOY / Performance components of the system

### New! Helizarin® CN Plus liq Printing binder and pigment printing preparations

- Formaldehyde-free\*
- Highly stable system
- High fastness

### New! Lutexal® HIT liq c High electrolyte stable synthetic thickener

- High print definition
- Improved color yield
- On surface printing
- No need of additional ammonia
- Formaldehyde-free\*



### New! Luprintol® MCL Eco liq Multifunctioning agent

- Crock fastness improver
- Improve hand-feel of the fabric
- Improve runnability of the printing paste with better emulsification system
- Formaldehyde-free\*

### Printofix® T/IN/PK/CN High performance pigment emulsions

- Fine dispersions
- Bright colors
- Complete color gamut
- Formaldehyde-free\*

# PRINT JOY / Main benefits in a nutshell

- Safe products from a reliable global partner who applies international safety standards
- Cost optimization compared to benchmark formaldehyde-free\* pigment printing
- High definition between zones of different tones or colors
- High wash fastness
- Protecting your workers & consumers
- Safe to use, safe to wear, safe to release

## 'SAFE' WITH:

Archroma's PRINT JOY system



FORMALDEHYDE FREE\*



AZDHC COMPLIANT



bluesign® APPROVED



GOTS APPROVED



OEKO-TEX CLASS I COMPLIANT

SAFE

## 'EFFICIENT' WITH:

Archroma's PRINT JOY system compared to benchmark formaldehyde-free\* pigment printing



COST OPTIMIZATION

EFFICIENT

## 'ENHANCED' WITH:

Archroma's PRINT JOY system



HD  
HIGH DEFINITION PRINTS



DURABILITY / STAY NEW



HEALTH-CONSCIOUS

ENHANCED

CASE STUDY: Spanish customer, rotary printing

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## 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.

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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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