

# Basic Four Ingredients of Standard Water Based Ink

- Colorant
- Vehicle
- Solvent
- Additives



# Sustainable Ink



- No Heavy Metals
- Low or No Volatile Organic Compounds (VOCs)
- Certifiable

# Reduce/Reuse/Recycle

- Expanded Gamut Process Inks (CMYK + OG/V)
- Ink Blending Systems


today

# One Product Per Press Run

cheap & colorful  
**SWEATERS**

Warm Colors

Extra Large



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


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the future

# Multiple Products Per Run

cheap & colorful  
**SWEATERS**

Warm Colors





Warm Colors

Extra Large




cheap & colorful  
**SWEATERS**

Cool Colors



Cool Colors

Extra Large



cheap & colorful  
**SWEATERS**

Warm Colors





Warm Colors

Extra Large




cheap & colorful  
**SWEATERS**

Cool Colors



Cool Colors

Extra Large



cheap & colorful  
**SWEATERS**

Warm Colors



Warm Colors

Extra Large




cheap & colorful  
**SWEATERS**

Pastel Colors



Pastel Colors

Extra Large



cheap & colorful  
**SWEATERS**

Earth Tones



Earth Tones

Extra Large



cheap & colorful  
**SWEATERS**

Pastel Colors



Pastel Colors

Extra Large



cheap & colorful  
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Pastel Colors



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# Ink Blending System Cost Justification

- Current Annual Ink Usage
- Direct Savings of Blending vs. Purchasing Finished Ink (10%)
- Direct Savings by Reducing Ink Purchases (i.e. Safe Purchasing Practice) (30%)
- Indirect Savings of Working Off Inactive, Obsolete, or One Time Run Overages (50%): Current Ink Inventory = \$10,000
- Indirect Savings by Reduced Press Downtime due to Ink Related Problems: 1 HR. x \$300/HRS. x 52 weeks

***Total Savings***