

BEFORE THE ICE MELTS

With three polar bears on an ice-floe, Signtrade is drawing attention to climate change and introducing a new ink.

Many manufacturers are now referring to their inks as environmentally-friendly: less environmentally harmful would be nearer the truth. How can an ink that produces CO₂ during printing be good for the environment? At the Fespa Digital in Geneva in April this year, after two years of development work with an ink manufacturer, the Swiss company Signtrade presented the ink Oxygenium. Ralf Timm, CEO of Signtrade, classifies it as ozone-friendly and low odour because it utilizes so-called „non-haps“, or non-hazardous air pollutants, as a solvent. According to the American Environmental Protection Agency EPA, they do not harm the ozone layer. Moreover, Oxygenium does not contain

bonate. Its organic solvent content is listed as eighty percent; in the case of VOCs (volatile organic compounds) the figure, according to Ralf Timm, is 94.5 percent. Chemical pigments make up roughly three to five percent of the ink. With regard to the print process, Oxygenium can be classified as environmentally friendly, but not when it comes to disposal. Oxygenium cannot be disposed together with domestic waste or via the sewerage. The



Oxygenium promises to be ozone-friendly.

The Signracer 161+ can print using Oxygenium ink.

440-millilitre cartridges in four colours for 89 Euros each. Oxygenium can be used to print on flexible media – even self-adhesive PVC foils and banners as well as paper.

In comparison to classic solvent inks, says Ralf Timm, printers using Oxygenium do not have to be cleaned so often. He sees the advantage for the end-customer in the fact that the low-odour ink is beneficial to the working environment, making it more pleasant.

The ink is symbolized by a poster showing polar bears on an ice-floe. „The polar bear symbolizes global warming. The melting ice is causing a threat to the bears natural habitat. As industry we have a responsibility and therefore we are offering non-haps inks which do not harm the ozone-layer and the life on earth. Even though Oxygenium will not provide the polar bears with a new habitat, Signtrade demonstrates an awareness of the problems of climate change and does not want to deteriorate the situation any further.



Signtrade is using polar bears to draw attention to climate change.



The logo of the new ink

the aggressive solvent cyclohexanon, which was used in numerous inks until only recently. Oxygenium consists seventy to eighty percent of the solvent propylene car-

European waste catalogue regulates waste from organic-chemical processes as well as for other reaction and distillation residue.

With regard to properties such as application, adhesion, drying and stretching, Ralf Timm says the ink is comparable to the classic solvent inks. It is suitable for long-term outdoor advertising and dries quickly. The outdoor durability is 2 years. It is available in

ODOUR-FREE WORKING

As far as printers are concerned, Signtrade recommends the Signracer 161+ with printing heads by Epson. The printer has a printing width of 1.615 millimetres, a resolution of up to 1.440 by 1.440 dpi and a speed of 15 square metres per hour on banners and 8.5 square metres an hour on PVC.

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