

## PRESS RELEASE

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### **hubergroup Print Solutions relaunches UV flexo portfolio under the iray brand<sup>®</sup>**

**As the UV flexo market grows, so do the demands on printers and ink manufacturers. There is more and more demand for UV flexo inks for safe food packaging and sophisticated non-food packaging as well as labels. To meet this development, hubergroup Print Solutions is now relaunching its UV flexo portfolio. In the course of the relaunch under the iray brand, the international printing ink specialist has not only further improved the performance of its products but has also added primers, adhesives and low-migration printing inks as well as varnishes for food packaging to its portfolio.**

#### **A complete system for UV flexo printing**

"When revising our UV flexo portfolio, we focused on the question of how we can simplify printers' work," says Alexander Blasek, Global Project Manager UV Flexo at hubergroup. "Our answer: we offer all the products necessary for UV flexo printing from a single source. For this reason, we have set up our portfolio very broadly with printing inks, varnishes, adhesives as well as primers and made sure that the products perfectly harmonise with each other. Our native service staff around the world are on hand for customers to ensure a smooth implementation of the new UV flexo system and are also always available for on-site support afterwards."

The iray products cover a wide range of applications and are characterised by high scratch resistance, good adhesion, low odour values and high-yield inks. In addition, they are designed for fast printing and rapid finishing. UV-curable flexographic inks and varnishes for food packaging are brand new in the portfolio of the printing ink specialist. Thanks to intensive research and carefully selected raw materials, they meet the hubergroup's high MGA (low migration and low odour) guidelines, which have stood for safe application on food packaging for many years.

#### **Deinkability on film and paper**

"Sustainability is meanwhile, of course, also a requirement of printers and brand owners," explains Alexander Blasek. "With the help of numerous laboratory tests, we have therefore ensured that our inks and varnishes are deinkable on film and paper." In addition, the PMV department of the Technical University of Darmstadt certified that the products can be deinked very well on paper using INGEDE Method 11. Alexander Blasek adds: "At hubergroup, we take a holistic view of sustainability and want to drive the circular economy forward. We are thus continuously working to further improve the eco-balance of our products and look forward to working with customers as well as organisations who want to shape a sustainable future together with us."

#### **About hubergroup**

hubergroup is an international printing inks and chemicals specialist based in Germany with a 255-year history. Within its two divisions, the company develops innovative, sustainable products and services to enable its customers first-class results. The Print Solutions Division produces inks, varnishes, and printing aids for packaging, commercial, and newspaper printing. In addition, the associated sub-

subsidiary Gleitsmann Security Inks manufactures security inks. The Chemicals Division produces speciality chemicals such as resins, lamination adhesives, pigments, and additives in its facilities in India. hubergroup employs about 3,500 people in nearly 30 countries and generated an annual turnover of about €704 million in 2021.

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