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MUCH ADO ABOUT NOTHING

RENEWABLE NATURAL PRODUCTS IN CONVENTIONAL SHEETFED OFFSET INKS

What has been a matter of course at Stehlin + Hostag, a member of the HUBER GROUP, is now being presented as a sensation by some printing ink manufacturers.

The false impression has been given that the use of renewable natural products in conventional sheetfed offset printing inks is a novelty and an important asset for their environment protecting properties. As a matter of fact, Stehlin + Hostag offset printing inks have, for many years, contained (in part and exclusively) binding agents based on renewable natural products.

The reasons for this are:-

- a) The use of these natural products forms part of our basic philosophy; and
- b) These products have such positive effects on the inks that it is as if they were especially designed for printing by nature herself.

We wish to explain and present the facts as follows:-

In the general ecological valuation of printing inks "renewable natural products" are just one of many criteria of equal value. Others, for example are:-

- Energy consumption during production;
- Emissions;
- Recycling possibilities of the end product;
- Disposal;
- Classification.

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are beyond our control, tests should be conducted to confirm stability.*



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The HUBER GROUP is continually trying to improve their products to meet the latest scientific and ecological demands. It is a fundamental part of our group's philosophy to use environment protecting products and manufacturing methods.

Offset printing inks contain high concentration of:-

- Vegetable oils and their refined products;
- Natural resins and their refined products.

Example: Our foil inks and our sheetfed process inks REFLECTA^R 8000.

Special mineral oils are required for quick setting sheetfed offset inks and for web offset heatset inks.

Vegetable oils and their chemically refined products cannot be used as a substitute:-

- a) Vegetable oils and fatty acid alkyd ester do not have the correct evaporation rates for efficient heat-setting in hot-air driers;
- b) High concentrations are liable to have a negative influence on the offset-technical characteristics;
- c) The de-inking of print products is more difficult.

Thus, there is no technical reason for the elimination of the use of mineral oils in printing inks. From the ecological viewpoint, the special mineral oils are not placed under any German, EU or other safety restrictions. Based on present knowledge, these oils form no danger to the environment.

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Conclusion

Stehlin + Hostag's conventional offset printing inks comply with the most up-to-date ecological technology of formulae and processing.

For Stehlin + Hostag AG, environment protection is an everyday practice.

A matter of course is no matter of publicity.

Further to the above statements, we have, upon urgent requests and in order to supply a basis for discussions between printers and their clients, developed two sets of:-

Process inks for sheetfed offset

These inks are based on purely renewable natural products e.g. mixed vegetable binding agents.

For more details, please refer to the following Technical Information.

Stehlin + Hostag produce the following Europe sheetfed offset process inks:-

- **Reflecta**
- **Alpha Eco**
- **Resista**

As a principle, they do not contain any products based on heavy metals and are neither toxic nor a risk to health.

Therefore, these printing inks are **not** required to be labelled according to strict Swiss laws concerning the labelling of hazardous products.

Multi-National customers set very high standards (e.g. CONEG + EN 71) for their printed products which are not always easy to meet with the pigments actually available.

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It is, therefore, our duty as printing ink manufacturers, to design and adapt our products to meet the changing requirements and, above all, to check the environmental suitability of the natural products used in printing inks.

The following are the most modern developments in Euro series sheetfed process inks based on renewable binding agents:-

Series 1 This series is based on pigment types and concentrations according to SNV 66213 and binding agents consisting of mineral oil-free resins produced on a purely vegetable basis.

| | |
|-----------------------------|----------------|
| Reflecta Eco Yellow | 41F8500 |
| Reflecta Eco Magenta | 42F8500 |
| Reflecta Eco Cyan | 43F8500 |
| Reflecta Eco Black | 49F8500 |

Series 2 This series is based on copper-free, diaryl- and **Chlorine-free** pigments and the shades are dirtier than the European shade standard, with the Cyan especially being a completely different shade.

The binding agents consist of mineral oil-free resins produced on a purely vegetable basis.

| | |
|--------------------|---------------------|
| Eco Yellow | 91 B 9176/01 |
| Eco Magenta | 92 B 9177/01 |
| Eco Cyan | 93 B 9178/01 |
| Eco Black | 99 B 9242/01 |

The price for the above ECO-Series cannot be compared with those for the conventional Euro series. The above is considerably more expensive, and because of the added shade problem, are not really commercially acceptable.

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