

## PRESS RELEASE

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### **Sustainability with a system: hubergroup launches water-based ink mixing system**

**More sustainability and flexibility for printers and packaging manufacturers – that is the promise of HYDRO-X Green Line Premium, the new water-based ink mixing system from hubergroup Print Solutions. Customers can use the modular system to select exactly those components from the portfolio that their products require. All components are Cradle to Cradle Certified® at Bronze level so that packaging can be designed to be both sustainable and colourful.**

A wide colour gamut and a broad field of application combined with sustainability – that was hubergroup's goal when developing HYDRO-X Green Line Premium. "It was important to us to develop more than just one sustainable, water-based product. We wanted to make our entire range sustainable and give customers the flexibility to select those components from it that suit their packaging," says Dr Christian Schirmacher, Global Project Manager Water-Based Inks at hubergroup, about the basic idea behind the new modular system. Since all ink concentrates, blends and additives are matched to each other and can be freely combined, HYDRO-X Green Line Premium covers a wide range of applications in flexo and gravure printing – from flexible packaging made of paper, aluminium or plastic film to corrugated board or folding cartons.

To investigate and improve the environmental impact of all components of the ink mixing system with a holistic approach, hubergroup partnered with the [Cradle to Cradle Products Innovation Institute](#). The Institute is committed to powering innovation for a circular economy and awards certifications based on its Cradle to Cradle Certified Product Standard covering comprehensive criteria in material health, material reutilization, renewable energy & carbon management, water stewardship, and social fairness. All components of the HYDRO-X Green Line Premium ink mixing system are Cradle to Cradle Certified at Bronze level.

"Through the external evaluation, we want to give our customers transparency and security about the environmental impact of our inks. However, it was also important to us that the certification does not affect the application of our products. So, printers who want to use Cradle to Cradle Certified products of our HYDRO-X series do not have to change their processes and can expect the same good performance and shelf life as before. Brand owners can use the same designs and packaging forms as before – only more sustainable," says Dr Christian Schirmacher.

#### **About hubergroup**

hubergroup is a family business based in southern Germany with a 255 year history. The Print Solutions division produces and sells printing inks and printing aids for packaging printing and commercial printing. The security inks segment for international banknote and identity document producers is covered by the subsidiary Gleitsmann Security-Inks. The Chemicals Division markets raw materials such as pigments, resins and additives produced in India.

The company has always been focused on customer success. That is why hubergroup works on innovative solutions, technologies and services every day in order to optimise the value creation in the printing and chemistry industry and to allow their customers to achieve first-class results. In 2020, hubergroup generated an annual turnover of about €644 million and currently employs approximately 3,500 employees worldwide in over 30 countries.

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**Press contact:**

Franziska Feuchtmann  
hubergroup  
Global Corporate Communication  
Telefon: +49 89 9003 254  
Mail: [franziska.feuchtmann@hubergroup.com](mailto:franziska.feuchtmann@hubergroup.com)

Philipp Dolejsky  
Schliesske Markenagentur GmbH  
Leiter PR  
Telefon: +49 173 2038 117  
Mail: [p.dolejsky@schliesske.de](mailto:p.dolejsky@schliesske.de)