

## PRESS RELEASE

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### **Fast, faster, RAPIDA ECO**

**For many years, RAPIDA, a sheet-fed ink series by hubergroup Print Solutions, has proven itself on the market as one of the fastest setting inks. Now, the international printing ink specialist announced a relaunch of the ink series under the name RAPIDA ECO. Reason for this is the changed formulation of the series, which is now mineral oil-free. This sets RAPIDA ECO apart from the rest of the market because inks that combine very fast setting with a sustainable formulation are rare.**

#### **As good as ever – but more sustainable**

The relaunch of the ink series was preceded by intensive research and development work. Josef Sutter, Product Manager Sheet-fed/UV Europe at hubergroup, says: “It was important to us that customers who place great value on fast printing also have a sustainable option to choose from. So, we decided to reformulate our fastest sheet-fed ink series. Not an easy task, but we are pleased that we took on this challenge and are now able to offer our customers one of the fastest vegetable-based inks for sheet-fed printing available on the market.”

Like its predecessor, RAPIDA ECO allows the paper to be processed immediately after printing and is suitable for perfecting presses. Moreover, it has a very high duct-freshness which makes the series ideal for warmer regions, too. Josef Sutter adds: “Of course, RAPIDA ECO also shows very good printing behaviour, and printers who already use RAPIDA do not have to make any changes to their processes.”

#### **Sustainability incorporated**

The sustainability of printed products has been in the focus of hubergroup’s research activities for a long time so that the company has set ecological standards in the commercial market again and again in the past. For example, hubergroup was the first international ink manufacturer to receive a Cradle to Cradle certificate in the sheet-fed offset sector in 2017. Only recently, the printing ink specialist announced a complete Cradle to Cradle Material Health Certified® Gold portfolio for commercial and packaging offset printing. In addition to that, hubergroup ensures its customers high environmental standards throughout the value chain. This is possible as the majority of raw materials originates in the company’s own Chemicals Division.

#### **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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