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## **FOR IMMEDIATE RELEASE**

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### **Sensient® Launches Environmentally Friendly Water Based Industrial Digital Ink Technology for Non-Porous Substrates**

ST. LOUIS, MISSOURI—September XX, 2016— Sensient Imaging Technologies, introduces Sensijet® SX technology, a highly versatile aqueous ink for printing onto non-porous and semi-porous substrates. The pigmented, water-based inkjet inks under this platform are Sensient’s environmentally friendly alternative to UV curable and solvent technologies in industrial and commercial printing applications.

Sensient’s commitment to continuous innovation in the inkjet inks area has helped to revolutionize and push the boundaries of industrial inkjet printing. “Just as the ElvaJet® series of sublimation inks ushered in the age of industrial digital sublimation printing on polyester textiles, Sensijet SX revolutionizes digital printing of non-porous substrates on an industrial scale,” comments Mike Geraghty, President of Sensient Colors. Sensijet SX delivers excellent performance characteristics such as adhesion, durability, and jetting in an environmentally friendly, water-based inkjet ink technology for a broad range of non-porous substrates.

The pigmented inks developed under the Sensijet SX platform are free of volatile organic compounds and formulated for use in printers equipped with piezo heads for applications such as sign and graphics, decoration, and packaging. They have been successfully tested on various materials including PVC, polypropylene, and metal. Sensient will be demonstrating the performance of the Sensijet SX technology at the SGIA Expo (Las Vegas, NV; September 14-16) in booth 2783. During the exhibition, visitors will have the opportunity

to see the inks run first-hand on graphics materials including vinyl banner and canvas.

## **ABOUT SENSIENT IMAGING TECHNOLOGIES**

Sensient Imaging Technologies is a business unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colors, flavors and fragrances. Sensient Imaging Technologies is a leading supplier of inkjet inks for digital textile, industrial digital and sublimation printing.

For more information, please visit:

[www.sensientinkjet.com](http://www.sensientinkjet.com)

[www.elvajet.com](http://www.elvajet.com)

[www.xennia.com](http://www.xennia.com)