

## Press release

### **Drying performance at the highest level: hubergroup revolutionizes the pressroom with ECO-PERFECT-DRY**

Kirchheim near Munich/Germany, November 4, 2019 – **With the help of extensive research work, the international printing ink manufacturer hubergroup has succeeded in launching a particularly fast drying and environmentally friendly ink series: ECO-PERFECT-DRY. The Cradle to Cradle silver certified sheetfed offset inks, which enable the print product to be processed quickly, are ideal for commercial printing.**

For the development of the globally available ink series, **hubergroup** carried out extensive tests in order to optimize the drying process. For this purpose, the ink specialist cooperated with the German company Onlineprinters to examine the processes in practice. Bernd Groh, Global Product and Portfolio Manager Sheetfed/UV at **hubergroup**, explains: "It was important for us to exactly understand the interaction between the drying parameters and the drying performance – that's why we speak of drying kinetics. Thanks to this knowledge, ECO-PERFECT-DRY has a unique drying speed which helps printers speed up processes."

Additionally, **hubergroup** paid particular importance to the eco-friendliness of the product. Consequently, ECO-PERFECT-DRY is not only cobalt- and mineral oil-free, but also has an optimised CO2 balance. Therefore, the Cradle to Cradle silver certified printing ink is ideal for environmentally conscious companies.

#### **Pictures:**



*Thanks to its high drying kinetics, ECO-PERFECT-DRY increases printers' cash flow. (source: Timo Lutz Werbefotografie)*



*Pretty fast: The new **hubergroup** ink series is characterised by its unique drying kinetics. (source: Adobe Stock / **hubergroup**)*



*The environmentally friendly and fast-drying sheetfed offset series ECO-PERFECT-DRY guarantees high process reliability and fast processing. (source: Adobe Stock / **hubergroup**)*

#### About **hubergroup**:

With more than 250 years of experience, **hubergroup** is one of the leading international specialists for printing inks and print-related products for packaging as well as commercial printing. The successful, family-owned enterprise produces a majority of the key components such as pigments, binders, and additives in-house in India. This enables **hubergroup** to define its own quality and environmental standards. To provide best-in-class results for its customers, the enterprise works on innovative solutions, technologies, and services every day. Thereby, **hubergroup** became a trendsetter in the printing industry introducing environmental benchmarks such as low migration or cobalt-free inks. In 2018, the enterprise with 3,800 employees in 36 countries generated sales of around € 800 million.

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