

Press release – Wednesday, May 17<sup>th</sup>, 2023

## **ARMOR Industrial Inks Lab launches ARStyle, its new range of Direct To Film aqueous inks for textile printing**

**On the occasion of its presence at the FESPA international trade fair in Munich from 23 to 26 May 2023, ARMOR Industrial Inks (A2i) announces the launch of its new range of aqueous inks for direct film printing, which white stability and washability properties are unmatched by other textile applications.**

### **New DTF ink range**

A2i, the semi-industrial ink brand of ARMOR Print Solutions, an ARMOR GROUP company, announces the launch of its new range of aqueous inks dedicated to Direct To Film (DTF) printing. Dedicated to the textile market and more specifically to cotton applications, the range includes the five colours - cyan, magenta, yellow, black and white. These aqueous inks are compatible with several EPSON printheads. Finally, they are certified OEKO-TEX. The Standard 100 by OEKO-TEX is a globally uniform system of test methods, test criteria and limits for harmful substances, according to which the OEKO-TEX test institutes certify the health safety of textile products. Products, such as ARStyle inks, that meet the requirements may be labelled "Standard 100 by OEKO-TEX - Tested for harmful substances".

Tom Strähnz, Managing Director A2i Germany, comments "Our range of inks goes beyond functionality; they also cater to the creative needs of companies in the fashion wear industry. With a vibrant palette of colors and exceptional color retention properties, our inks add a touch of brilliance to the designs, making them visually captivating and eye-catching. Whether printing in on cotton, or synthetic cotton blend fabrics, our inks deliver outstanding results, ensuring that your fashion creations stand out from the crowd. "

### **Superior stability and washability**

In addition to the four CMYK colours, A2i's R&D team has focused on white, advancing the technological progress through the use of advanced water-based polymers.

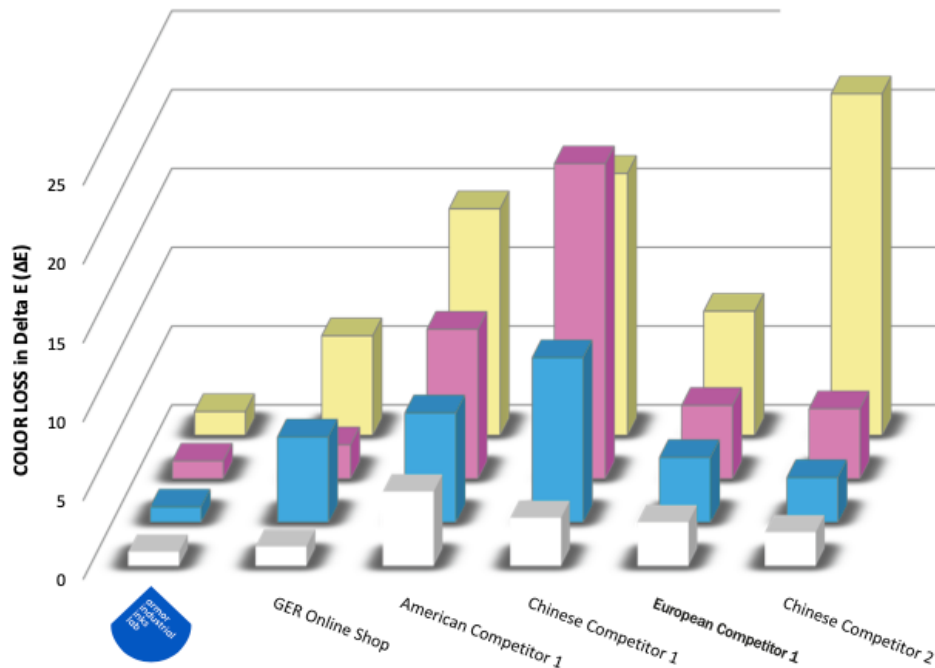
Giovanni Manca, Head of Ink Development says: "White is essential in textile applications. Applied as a background on the fabric, it plays an essential role in the brightness of the colors. That's why we paid special attention to it, as ARStyle's white is much more stable than average. This also allows for faster preparation for reprinting. The stability of the white ink ensures an optimised restart time after production breaks. Whether it is a short break or an extended pause, users can rely on the reliability of our white ink to maintain consistent performance and minimise disruption to workflow."

In addition, A2i has conducted in-house tests adapted from the ISO 6330 methodology - Textiles - Domestic washing and drying methods for textile testing. And the results show that colour loss after 10 washes at 40°C for a 150min cycle is minimal compared to five competitors.

Tom Strähnz, Managing Director A2i Germany, concludes: "The properties of our inks allow the colors to stay vibrant for much longer, which not only meets a quality and aesthetic challenge, but also has an impact on sustainability. The consumers will keep their garment much longer, which is essential in a world where the consumption of garments is one of the largest emitters of greenhouse gases."

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**Color loss after 10 wash cycles.**  
Comparison between different industrial benchmarks.



Source: ARMOR Print Solutions for A2i

**About d'ARMOR Print Solutions**

ARMOR Print Solutions is a company of ARMOR GROUP, offering global printing solutions including remanufactured cartridges (OWA), an ecological and responsible alternative to original cartridges, managed printing services (DYALOG), and semi-industrial inks (ARMOR Industrial Inks Lab). Expert in the three major technologies (Laser, Copier, and Inkjet). ARMOR Print Solutions stands out for its leadership in Europe, covering more than 95% of the European printer population.

ARMOR Print Solutions is a company of ARMOR GROUP, a responsible and committed player in the service of societal innovation. The group is the world's leading designer and manufacturer of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. With an international presence, ARMOR GROUP employs nearly 2,500 people in some 20 countries on four continents. The group has achieved a turnover of 447 M€ in 2022.

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