

# Safer for you Safer for food labels Safer for the environment



With a special formulation made of ~70% water, Natura inks are 100% free of reactive and prohibited chemistries and are friendlier to the environment than UV, solvent, or liquid toner inks.

Natura inks are free from: Phthalate esters, benzophenone, bisphenol-A (BPA), SVHCs, heavy metals, mineral oil aromatic hydrocarbons (MOSH/MOAH), and aromatic amines.



**3x lightfastness**  
on both glossy and matte coated media for inkjet.



Natura black ink has a much more neutral chroma this results in better looking mono-only print.



**3x waterfastness**  
proven 3x more resistant to the effects of water than similar inks

Food and Beverage labels account for 64% of the \$34.5B global label market and inkjet labels are growing 16.5% per year. 7 out of the 10 fastest growing food labeling categories are refrigerated and frozen foods.\*

Natura inks can be ideal for the top growing categories.\*\*



### Refrigerated entrees

Refrigerated and prepared entrées, salads, appetizers, sandwiches, burritos, and sushi.



### Frozen desserts

Gourmet ice creams (organic and non-organic), gelatos, Italian ices, and high-end (super-premium) specialty frozen desserts.



### Refrigerated juices

Super-premium fresh juices, as well as health drinks, energy drinks, and more.



### Frozen meat, poultry, seafood

Organic and premium natural brands.



For additional details on Food Packaging information please refer to "Natura\_Food\_Labeling\_Safety\_and\_Compliance" brochure.

\*Smithers PIRA 2017 and The State of the Specialty Food Industry Report 2017.  
\*\* Using a functional barrier and/or testing the final product offering for migration can confirm suitability.  
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