

## The world's first water-based pad printing ink for textiles



Pad printing has long been dominated by solvent-based inks. Now there is another option. Ink manufacturer Marabu, based in south-west Germany, has achieved a world first: It has successfully developed and launched a water-based ink for pad printing. The range is a wish come true for printing companies that employ the pad process but would prefer eco-friendlier and nearly odour-free alternative inks. In particular, Maqua® Pad MAP is ideal for applications with exceptionally strict standards – for instance, in the textile industry.

### What makes the Maqua® Pad MAP range of water-based pad printing inks so special?



Textile industry players are placing ever-greater emphasis on the environment and sustainability – including the more targeted and careful use of resources. At the same time, there is a growing focus on safety. When it comes to sensitive applications in particular, requirements and standards are constantly reviewed and updated. The new Maqua® Pad MAP water-based range of inks meets these requirements. The inks have a solvent content below 10 % and very low VOC values. The low percentage of solvent has two major benefits: less environmental impact and greater

workplace safety. Sabrina Kurz, Technical Project Manager for the Sensitive Products Segment and Pad Printing, is very proud of this achievement: “With Maqua® Pad MAP, we have successfully created an innovative ink range that can be used for diverse applications involving sensitive products. The water-based pad printing inks can, for instance, be employed in the textile industry, and also for baby and toddler products and children’s toys. The ink is almost entirely odourless and therefore very pleasant to work with.”

### Properties and applications of water-based pad printing inks

“For the textile industry, Maqua® Pad MAP is a genuine game changer”, says Richard Ingram, Technical Service Manager. Despite the need for the addition of 10 % hardener, the product has a pot life of 48 hours, compared to the eight hours which are typical for solvent-based products. This means there is a less frequent need to replace the ink, with a corresponding reduction in waste

and great potential for savings. The ink is also highly flexible, making it ideal for use on stretch materials – without the ink film breaking.

Moreover, Maqua® Pad MAP is very pleasant to the touch. In contrast to labels or to printing with brittle solvent-based inks, MAP does not scratch the skin. It also complies with common market standards for washability.

It is soon to attain GOTS and ECO PASSPORT certification, underlining its pioneering role on the ink market for tagless applications. Furthermore, the WR 1 cleaning agent was developed specifically to complement the new ink range. The agent makes it easier to clean equipment and tools, and it also features extremely user-friendly safety labellings – just like the ink system itself.

### **Versatile ink range with high wash resistance**

Bright colours create eye-catching textiles, and make products more varied and attractive. The new Maqua® Pad MAP water-based pad printing ink opens up nearly unlimited design possibilities. The ink range has a satin gloss finish and high opacity. PANTONE®, HKS® and RAL mixing formulas will soon be available within the Marabu ColorManager. The Maqua® Pad MAP is highly user-friendly, and easy to work with. When dry, the ink film is highly wash-resistant, ensuring long-lasting textiles.

### **Marabu GmbH & Co. KG**



Marabu is a leading global manufacturer of liquid coatings and screen, digital, and pad inks with headquarters near Stuttgart, Germany. Marabu's track record of innovation stretches back to 1859, featuring many industry-first solutions for both industrial applications and graphic design. With its 16

subsidiaries and exclusive distribution partners, Marabu offers high-quality products and customer-specific services in more than 90 countries. Exceptional technical support, hands-on customer training, and environmental protection are core elements of its corporate philosophy. Sustainable business practices are also key to Marabu's vision. These have been implemented through a number of initiatives, with concrete results – and the company is committed to maintaining this course of action in future. Marabu has been certified to ISO 9001, ISO 14001 and OHSAS 18001.