



Sun Chemical to Showcase Digital Textile Solutions at Innovate Textile & Apparel Virtual Trade Show

Sensient Imaging Technologies Acquisition Offers Template for Future of Digital Textiles

During the 2020 Innovate Textile & Apparel virtual trade show, Sun Chemical will show how its expertise in inkjet development combined with the digital textile printing market experience from the recently acquired Sensient Imaging Technologies, will further support existing products and innovations to advance the adoption of digital printing for textiles.

Sun Chemical will highlight the full range of products, including **Xennia® Amethyst**, **Xennia® Agate** and **ElvaJet® Opal** as well as the recently launched **ElvaJet Coral**, which offers an environmentally low impact solution for textiles by printing directly to polyester with significant reductions in waste, water, energy and CO₂ emissions when compared to other digital processes. The portfolio is complemented with Sun Chemical's high performance digital pigment inks for textile that offer the very highest standards in color, fastness and print performance.

"As a key player in the development and manufacture of inkjet inks, Sun Chemical can bring significant value to the digital textiles market and further strengthen the proposition for both our partners and customers," said Peter Saunders, Global Director, Digital Business, Sun Chemical. "Sun Chemical recognizes the potential for growth within the digital textile market but also understands the need for high quality, sustainable solutions. With the acquisition of Sensient Imaging Technologies, we are well-placed to ensure customers around the world have access to the very best products for a full range of textile applications."

By participating in the Innovate Textile & Apparel virtual trade show, Sun Chemical shows its ongoing commitment to the digital textile printing market, offers a platform to provide customers with access to the latest information on the acquisition and provides attendees the opportunity to meet with professionals from both companies.

"This virtual exhibition is a great way for us to showcase the range of technology and added value we now have available to our customers in digital print for textiles" said Edri Baggi, Sales Director for Sun Chemical's digital textiles business. "Due to travel restrictions put in place during the pandemic, this virtual exhibition allows us to continue to meet with key contacts and demonstrate our products and ongoing commitment to deliver high quality and sustainable inks for the market."

Innovate Textile & Apparel Virtual Trade Show will take place October 15-20, 2020. For more information on the event, visit <https://vts.wtin.com/>.

About Sun Chemical

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with DIC,

Sun Chemical has annual sales of more than \$7.5 billion and over 20,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our website at www.sunchemical.com or connect with us on [LinkedIn](#) or [Twitter](#).

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