

**FOR IMMEDIATE RELEASE**

**2nd July 2019**

## **Fujifilm Sericol unveils their new high solid water-based textile printing ink – Aquatex HS**

**The Aquatex HS series is designed to be highly flexible and has very good resistance to dry and wet friction.**

**Pune, 2nd July 2019** - Fujifilm Sericol India, a world-leading manufacturer of Screen, Digital Wide Format & Narrow Web inks, has unveiled their latest Aquatex HS water based Textile printing ink. The high solid ink is compliant with Oeko Tex standard 100 and it is designed to provide a crack-free and stretchable water-based ink to textile screen printers.

“This ink system offers a good alternative for helping those who have trouble printing water-based inks. We wanted to provide a hassle-free ink system at a very competitive price to the textile screen printers, which could be used for long print runs without any skinning or choking problem.” Said M.P. Raghav Rao, Managing Director of Fujifilm Sericol. He also said “The Aquatex HS standard colours can be printed wet-on-wet. Printers should expect more build up during multicolor printing. This ink has the ability to be used as a non curing ink also” When asked about the performance of the ink he said “This ink is performing really well in the market at the moment. We have provided some samples to our customers for test run and are getting really encouraging response from them in return. We have already started receiving orders of Aquatex HS before the official launch, which says a lot about the quality of this product.”

### **Why Aquatex HS is a better and affordable alternative to conventional Water-based textile ink?**

#### **Increase in productivity**

Most water-based textile inks have the tendency to lose water due to evaporation. This happens because the temperature increases gradually due to continuous printing. This results in an increase in viscosity of the ink which slowly chocks the screen. The skinning problem can also be observed during the long print runs which blocks the ink flow. This leaves the screen printer with an additional task of mixing water with the ink regularly which hampers the continuous printing process and ultimately hampers the productivity.

Aquatex HS solves all the problem related to screen choking and skinning. Long print run has no effect on the performance of the ink.

#### **Highly elastic ink**

Aquatex HS is designed to show high flexibility on the stretchable fabrics. It has much better elasticity, crack-free and non bleeding performance than the conventional water-based inks.

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### **Antibleed base**

Some fabrics which are blended like 60:40 cotton polyester blend; will tend to bleed the dye from the fabric on to the prints. Dye bleed is more observed when light colours are printed.

The grey dye blocking base HSM410 of Aquatex HS series, which can also be used as an undercoat, has been tested extensively to solve the dye bleeding issue. When colours are printed on top of HSM410 Grey dye blocking base, the dye bleeding problem gets completely resolved as the anti-bleed property of the base blocks the dye from migrating onto the surface of the prints .

### **Highly versatile ink**

Aquatex HS is designed to work on mesh count of upto 120T

### **Excellent opacity**

Aquatex HS is designed to enhance the opacity of the final print with excellent soft handle.

### **Synthetic base**

The Synthetic base of Aquatex HS has excellent adhesion to achieve desired wash and crock results even with the most difficult fabrics.

### **Glitter base**

HSG397 glitter base of Aquatex HS ink is designed to achieve a bright, elastic and soft touching gliding effect on textile prints. If used correctly, it provides high wet fastness

Mettalic Bases, Pearlescent Bases, Foil Adhesives, Flock Adhesives, Fixers completes the full range of products in this inks range

### **Competitive pricing**

Despite having displayed superior performance than the conventional water-based textile ink, Fujifilm Sericol is offering Aquatex HS at a very competitive price range.

### **About the Company**

Among the top ten printing ink suppliers globally, Fujifilm Sericol is widely recognized for its strong service ethics, innovation, and product quality. With manufacturing facilities in three continents, a distribution network in 80 countries and marketing units at all major global locations, Fujifilm Sericol has established itself as a major provider of robust ink solutions to the Screen, Digital and Narrow Web industries.

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