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deanna.klemesrud@flintgrp.com**Flint Group announces PremoCup™, the next generation of packaging inks for the North American paper cups market.**

Lebanon, Ohio, USA: Flint Group is pleased to announce PremoCup, packaging inks for paper cup applications.

PremoCup delivers wet and dry rub resistance without affecting print quality, utilises Flint Group's building block formulating technology, and comes with an extremely wide operating window that substantially reduces the variation in print quality caused by inconsistent coating weights commonly observed with long standing technology.

The trend for paper cup printers is for increased print fidelity and complex designs to enhance appeal. High fidelity graphics are pushing the limits of conventional ink systems – with PremoCup, Flint Group responds to these challenges.

According to Tony Parrish, Flint Group Account Executive, "While printing PremoCup at a key customer facility, it was clear that PremoCup printed cleaner allowing the customer to only shut down for routine cleaning at shift changes rather than multiple times during the shift – increasing their overall productivity and resulting in high quality graphics."

Mr. Parrish continues, "Our customer appreciates the fact that they can substantially reduce costs associated with conventional pH adjusters to maintain viscosity; the press operators were happy to focus on other tasks rather than constantly maintaining the press due to quality issues."

PremoCup™ is designed to deliver wet and dry rub resistance on a variety of polycoated paperboard and paperboard substrates, has a wide operating window under normal environmental conditions, and maintains a consistent viscosity while on press.

According to Lloyd Woodrum, Product Manager, Paper & Board North America, "The viscosity stability and extremely wide operating window associated with PremoCup™ is essential to reducing the colour and density variation common with traditional inks that require frequent amine adjustments to maintain viscosity."

PremoCup™ inks can be prepared to match accepted colour standards as a finished ink, or supplied as PremoNova dispersions and extenders for use in an ink dispensing system.

Contact Deanna Klemesrud in at deanna.klemesrud@flintgrp.com for further information.

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Flint Group

Flint Group is dedicated to serving the global printing and packaging industry. The company develops, manufactures and markets an extensive portfolio of printing consumables, including: a vast range of conventional and energy curable



inks and coatings for most offset, flexographic and gravure applications; pressroom chemicals, printing blankets and sleeves for offset printing; photopolymer printing plates and sleeves, plate-making equipment and flexographic sleeve systems; pigments and additives for use in inks and other colourant applications. With a strong customer focus, unmatched service and support, and superior products, Flint Group strives to provide exceptional value, consistent quality and continuous innovation to customers around the world. Headquartered in Luxembourg, Flint Group employs some 6800 people. Revenues for 2014 were € 2.1 billion (US \$2.8 billion). On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves. For more information, please visit www.flintgrp.com.