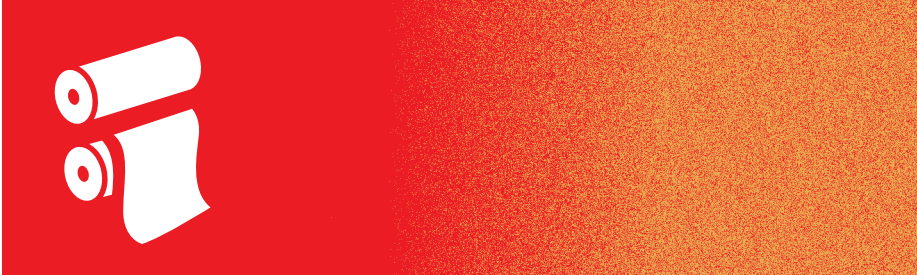


ADVANTAGES OF LIGHTFAST INKS

Lightfastness is the ability of printing inks to resist fading or discoloration when exposed to artificial or natural light. It is a critical characteristic, particularly in applications where the final product will likely be displayed, stored or used in well-lit environments, such as retail shelves or outdoor settings. Lightfast inks are responsible for maintaining print integrity, quality, ink permanency, and even product freshness, in the face of constant sun and/or artificial light.

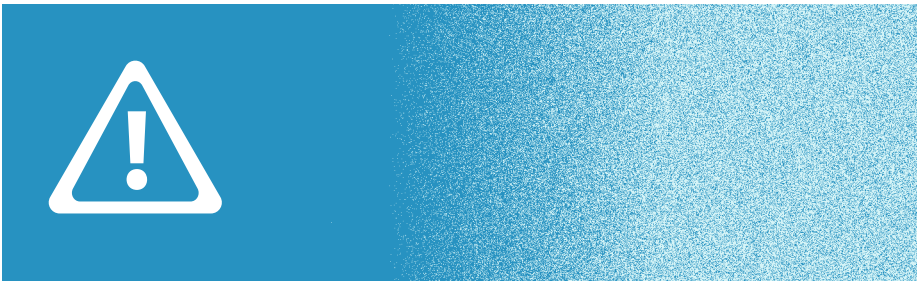
LIGHTFAST INKS

NON-LIGHTFAST INKS



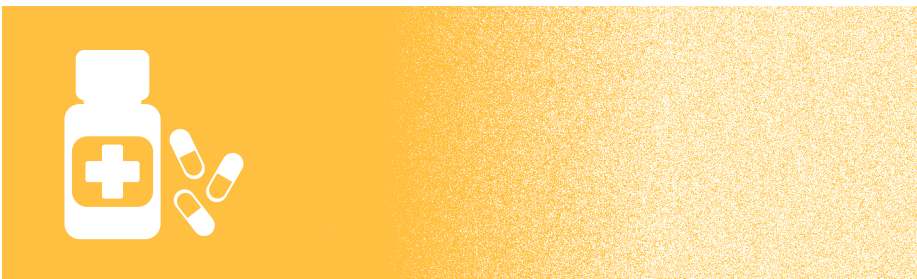
PRINT PROTECTION

Lightfast inks resist discoloration & fading due to exposure to prolonged periods of light. Products exposed to constant sunlight such as gardening products, pool supplies, utility buckets, etc. can remain vibrant and accurate to the original print with lightfast inks.



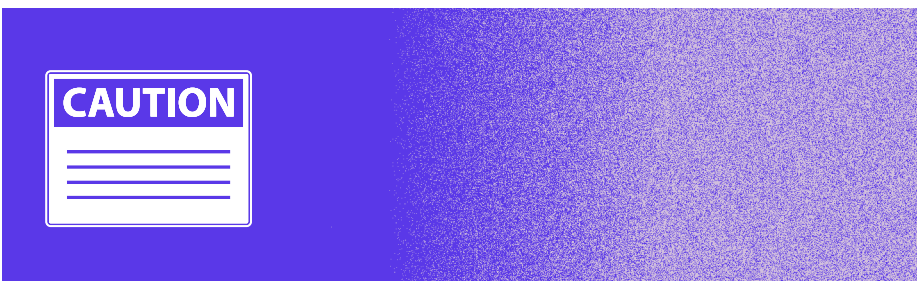
CHEMICAL RESISTANCE

Printed graphics can be exposed to various chemicals during the filling process or throughout use. For example, horticulture tags with Z+G lightfast inks will remain steadfast even in the midst of fertilizer or pesticide sprays.



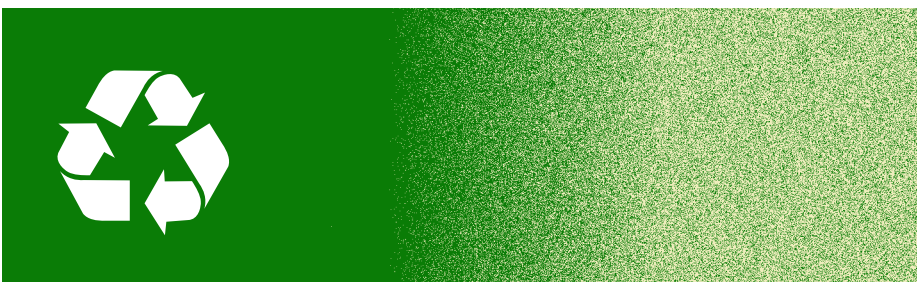
PRODUCT PROTECTION

Lightfastness is not only important for aesthetics, but also for maintaining the integrity and safety of packaged products. In the food + pharmaceutical industries, light exposure can lead to the degradation of sensitive ingredients, affecting quality, shelf life, + customer safety.



COMPLIANCE & PERMANENCY

Descriptions, instructions, warning labels & compliance information are crucial to proper product use + consumer safety. These packaging graphics can be maintained + legible throughout the entire product life cycle with lightfast inks.



RECYCLABLE PACKAGING

If your containers + packaging are designed to be recycled, lightfast inks are a good option for their ability to adhere effectively to the print material and not bleed into the wash cycle during recycling.

SPEAK WITH A ZELLER+GMELIN INK + COATING SPECIALIST TO DISCUSS YOUR UNIQUE PRINT GOALS + NEEDS