

**We want inks to  
stay on the  
substrate.**

**Or do we?**

**Evolution**

**Flint**Group | Narrow Web

# What about an ink that can be washed away?

Recyclable products are the future. In every sense of the word. To be blunt: A business that is not investing in sustainability does not have a future. At all.

At Flint Group Narrow web we have developed a new series of products that focus entirely on this. We call them Evolution. Because they allow the substrates that they are used on, to be used again and again and again – ever evolving in new forms.

Our first product is a deinking primer for shrink sleeve printing. One that makes it possible to recycle the sleeve label material at the same time as the bottle.

## Here's how it works:

PET bottles and recyclable shrink sleeve substrates (cPET or crystallizable PET) are both made of similar polyester material. So, the shrink sleeve can be recycled along with the bottle.

But mostly it's not, and here's why:

When you recycle a PET-bottle the shrink sleeve must be separated in the process. This is because the ink that has been printed on it contaminates the material and makes it impossible to use in the making of new PET pellets. A removal that is a costly process. Not to mention the fact that the sleeves make up roughly 6% of the weight. of recycled PET bottles. That is 6% of material that goes to complete waste.

The good news are that it doesn't have to be like that.



## The solution!

Our solution is simple. We make the ink separate itself from the shrink sleeve. But we want to make sure this only happens in the recycling process. That way the ink and the sleeve can go separate ways. The sleeve material goes with the bottle material and the ink is removed with the caustic wash.

The trick is FlintGroup's Evolution Deinking Primer. A revolutionary product printed before the ink to keep strong adhesion through the life of the label, then releases it in the recycling caustic wash. The result is more than 99% of the material gets recycled into something new.

## All applications

FlintGroup's Evolution Deinking Primer can be used on all recyclable PET Shrink Sleeve applications. It is the first product of its kind to be approved by the Association of Plastic Recyclers in the USA.

Contact your FlintGroup Narrow Web representative to find out more about how our Evolution Series products can help your business into the future.



The Association of  
Plastic Recyclers

### **Simple**

- Plug and play solution with our dual cure shrink sleeve inks for instant recyclable label production
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### **Proven**

- Recognized by the Association for Plastic Recyclers to comply with their critical guidance for PET packaging.
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### **Sustainable**

- Enables ink to separate from the sleeve label so it can be recycled with PET bottle flake.
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**Evolve your labels.  
Evolve your packaging.  
Evolve your business.**

The word "Evolution" is written in a white, sans-serif font. The letters are set against a background of vertical bars in various colors: red, pink, blue, yellow, green, purple, and light blue. The bars are of varying heights and widths, creating a colorful, abstract backdrop for the text.

**Evolution**