

DYK
DID YOU KNOW SERIES

DIGITAL AND INKJET INKS

AN INSIDE LOOK



©2023 Sylvamo Corporation.
All rights reserved. Printed in USA.
Sylvamo and Accent are registered
trademarks of Sylvamo Corporation
and the Sylvamo logo is a trademark
of Sylvamo Corporation. Landa
Nanolink and Nanographic Printing
are registered trademarks of Landa
Corporation. USPS is a registered
trademark of the United States
Postal Service. All other trademarks
are the property of their respective
owners and hereby acknowledged.

Printed on Accent® Opaque 100 lb.
Cover Super Smooth.



THE
PAPER
PROFESSOR®

DID YOU KNOW?

PULLING BACK THE CURTAIN ON DIGITAL AND INKJET INKS

When thinking of how to take a print piece to the next level, most of the conversation usually centers around a unique paper stock or innovative finishing technique. But the ink your project is printed with can significantly impact the final product, and it can also affect more practical concerns such as cost and production time. The trick is understanding the ins and outs of common digital and inkjet inks *before* your project begins to take shape.

WHY THINK ABOUT INK?

Drying time, bleeding, compatibility with treated or untreated paper and color quality and stability are important elements to consider when thinking about the right ink

for your project. The environmental impact of ink production and use has also become a key consideration in today's print industry.

RESOURCES

Accent® Opaque Digital Treated papers are designed specifically to run on digital presses. See the possibilities for yourself at accentopaque.com/digital-treated.

ARE YOU SENDING DIRECT MAIL?

Certain specialty inks may qualify you for a 5% discount through the 2023 USPS® tactile and sensory promotional program. Examples of applicable inks include metallic, optically variable, and photochromic. Learn more at: postalpro.usps.com/promotions.

Here's a breakdown of digital and inkjet inks to help you understand the basics of how they work, and what that means for your project.

DYE-BASED INKJET INK



Dye-based inkjet inks actually dye the paper fibers. Dye-based inks tend to be more cost-effective, but printing them on untreated paper can result in bleeding, and the finished product can be more vulnerable to fading. Using a treated sheet is recommended if water fastness is required.

PIGMENT-BASED INKJET INK



Pigment-based inkjet ink contains about 95% water and 5% pigment. When the water dries, the pigment is all that remains on the paper. These inks are more resistant to smudging and provide better color stability, but they may need some treatment to wick away the water so the sheet can dry evenly.

UV INK



UV inks are pigment-based inkjet inks that instantly dry once exposed to UV light. UV inks create sharp text and images on a variety of substrates, and the UV process doesn't emit VOCs (volatile organic compounds), making them more eco-friendly.

INDIGO INK



Indigo ink is designed for use on HP® Indigo digital presses. Polymeric particles suspended in mineral oil are laid on a blanket and transferred by heat and pressure to the sheet. Indigo inks provide outstanding color stability, but you will need a resilient sheet, preferably formulated for Indigo ink.

NANOINK®



Formulated for use on the Landa Nanographic Printing® Press, NanoInk® uses pigments that have been reduced to nanometric scale to produce extremely round dots with super-sharp edges and consistent density. NanoInk can be used with any substrate without pretreatment, and the nanometric droplets require less ink for a more sustainable finished product.