

More Awareness Regarding Deinkability

NIP30 Conference with Recyclability Roundtable



INGEDE prominently placed on the NIP30 banner

Ten years ago, deinking was new to the digital printing family – at the time of the first INGEDE presentation there was little belief that removing the ink from the paper might ever become a serious issue for printer manufacturers. Some of the issues that to date lead the task list of printer and ink developers sound absolutely contradictory: Image permanence, rub off resistance and low melting temperatures (for toner), water solubility and bleach stability (for inkjet).

Times have changed. With ecolabels reflecting the necessity for a deinkable raw material for the paper industry, also almost many printer buyers today look into more properties than just image quality and printability. In Austria, for several years already the *Austrian Ecolabel for Printed Products* requires deinkability – and over the years this ecolabel has become a must for almost every printer in Austria.

With the *European Ecolabel for Printed Products* including the requirement for print products to be deinkable, the respective attention has gained momentum. In Denmark, authorities plan

a levy on unaddressed marketing flyers – with a reduction for products carrying the European Ecolabel. This has increased the demand for deinkable inks and printing processes.

For NIP30 in Philadelphia in early September, the organisers realised the increasing interest in their audience for these issues. Lode Deprez of Xeikon gave a well-attended overview on the new Trillium technology, a new liquid toner printer that – other than already available liquid toner printers – uses polyester based toner that can easily be removed in the deinking process. At the Xeikon Trillium (the first unit already operating at a French customer) the toner is transferred directly to the paper without using a fusing belt to create a polyethylene film as in the HP Indigo process.

The headline “*Recyclability and Deinking of Digital Prints–Ecolabels and Testing*” also attracted a full roundtable with lively interest from attendants from all over the world, moderated by Axel Fischer of INGEDE. Many printers and representatives of

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CALENDAR OF EVENTS

9 Oct 2014
EcoPaperLoop Seminar
Munich, Germany

29–30 Oct
Paper Recycling Conference
Europe
Milan, Italy

4 Nov 2014
INGEDE Project 144 14
“DPDA & INGEDE Ink Study”
Munich, Germany

11–12 Nov 2014
INGEDE Working group
Paper for Recycling
Glückstadt, Germany

12–13 Nov 2014
INGEDE Working group
Deinking Process
Venue tba

25–27 Nov 2014
European Paper Week
Brussels, Belgium

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Munich	

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Roundtable on deinking moderated by Axel Fischer

printer manufacturers had already heard of one or the other issue but lacked substantial information. The only practical experience yet with a customer requiring deinkability already in the order phase comes from Germany – here a schoolbook publisher is afraid that a state government might one day ask for *European Ecolabels* or *Blue Angels* for school books – and wants to secure his long-term investment: Offers from printer manufacturers are only accepted if they include an

INGEDE deinkability confirmation. Another roundtable asked, “*What does it mean for packaging to go digital?*”, discussing the chances of more individualised possibilities to attract consumers’ attention. Digital print is only just beginning to infiltrate the packaging market and demonstrate its true potential for seamless and personalised advertising, both on and offline. Digital print in packaging opens the door for the package to become more than the passive carrier of a valuable

thing to an active component of value creation. But more valuable printing processes also need a higher quality matrix, so more white packaging is likely to enter the recycling cycle, some printing technologies bearing additional challenges for the recycling process. To attract more attention for the issue, INGEDE again sponsored an advertisement in the program booklet as well as in the proceedings, creating attention and enquiries also after the conference.

Axel Fischer



EcoPaper Loop
Fachseminar in München
9. Okt. 2014



PTS München

Für ein besseres Papierrecycling in Europa: Papierprodukte, Verpackungen und Sammelsysteme optimieren. Im Rahmen eines halbtägigen Seminars werden Erkenntnisse aus dem Projekt einem interessierten Fachpublikum vorgestellt. Der Schwerpunkt wird dabei auf der Untersuchung und Bewertung der Rezyklierbarkeit von Papierprodukten – Verpackungen und Druckprodukte – liegen.

Das Seminar findet in den Räumlichkeiten der PTS in der Hessesstraße in München von 11.30–16.00 h statt. Die Vorträge werden bis auf eine Ausnahme in deutscher Sprache gehalten. Die Teilnahme ist kostenlos, um eine Anmeldung wird jedoch gebeten. Anmelden können Sie sich bis zum 1. Oktober auf www.ecopaperloop.eu

Ein weiteres Fachseminar findet am 7. Oktober in Mailand in Landessprache statt. A further EcoPaperLoop Seminar for the Italian paper chain takes place on 7 Oct 2014 in Milan.



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