Rely on us.℠

We want inks to stay
on the substrate.
Or do we?



Evolution
Deinking Primer

Flint Group
Packaging Solutions

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 Packaging Solutions 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 crystallisable 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:

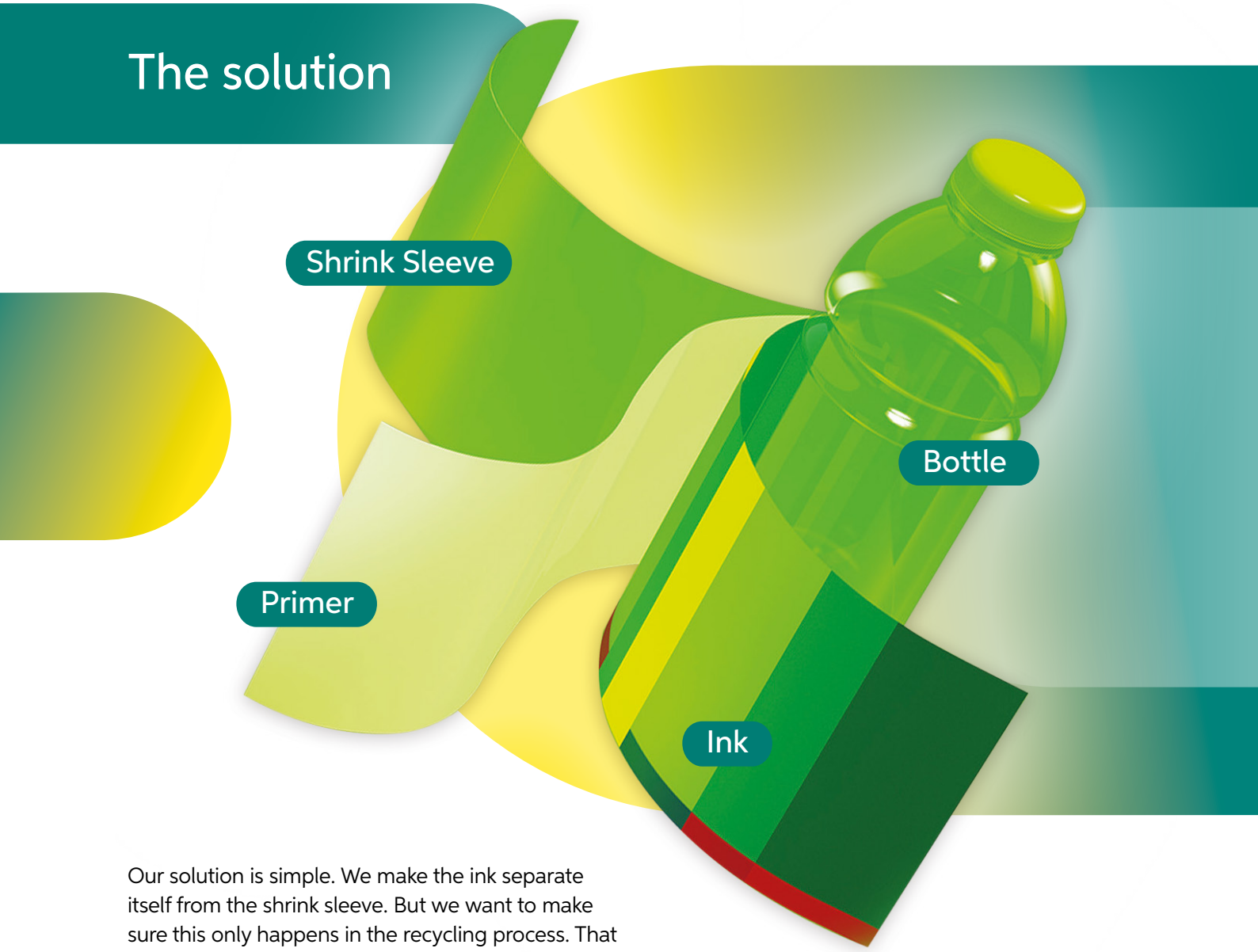
When you recycle a PET-bottle the shrink sleeve must be separated in the process. This is because the ink that has been printed on it contaminates the material and makes it impossible to use when creating new PET pellets. A removal that is a costly process. Not to mention the fact that the sleeves make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

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

Our deinking primer makes it possible to recycle the sleeve label material at the same time as the bottle.



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 Flint Group Packaging Solutions' 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

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

Contact your Flint Group Packaging Solutions representative to learn more about how our Evolution products can help navigate your business into the future.

Simple

Plug and play solution with our dual cure shrink sleeve inks for instant recyclable label production.

Proven

Recognised by the Association for Plastic Recyclers in the USA, to comply with their critical guidance for PET packaging.

The FCM European version has been successfully tested in industrial applications, involving various stakeholders throughout the value chain.

Sustainable

Enables ink to separate from the sleeve label so it can be recycled with PET bottle flake.

Safe

Formulated in compliance with the latest food-contact regulations, this product is free of BPA, heavy metals or other contaminants, reaching the highest regulatory standards.



To find out more

We bring colour to the world

Flint Group Packaging Solutions

For more details, contact your nearest Flint Group Packaging Solutions representative.

flintgrp.com