

PremoCup™

Low Maintenance Inks for
Paper Cups



Rely on us.

FlintGroup

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Introduction

- PremoCup™ is a key element of our strategy to increase market share in the paper cup market.
- PremoCup™
 - Low maintenance – water may be required to maintain target solids during long runs
 - Less complex than current cup inks
 - Statistical analysis used during the design and formulation of PremoCup™

Applications

- Paper cups
- Single and double sided poly-coated paper cups



Target Markets

- Bathroom and all purpose cups



- Hot and cold cups



General Demands & Voice of The Customer

- Low maintenance
- Dry rub – Sutherland Rub Tester 25 cycles 4 lb. weight
- Wet rub – Sutherland Rub Tester 3 cycles 2 lb. weight
- Print quality
- Resolubility – stop the press for thirty minutes and begin printing without loss of print quality
- Low cost
- Reduced complexity
- Heat/wax bleed resistance 250 F, 2 seconds, 50 P.S.I.
- Microwaveable
- Prop 65 & HAVI (McDonald's) compliant

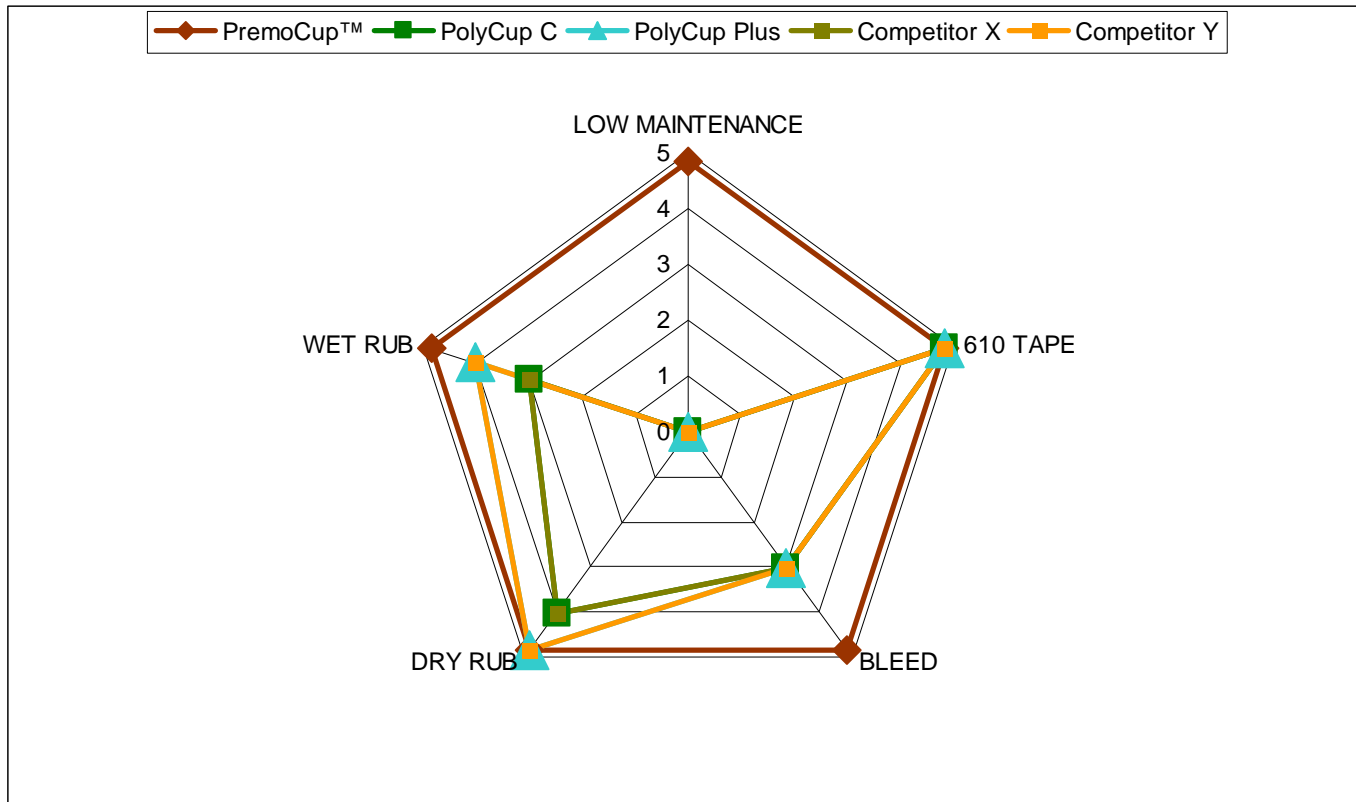
Value Proposition

PremoCup™ delivers wet and dry rub resistance without affecting print quality, utilizes our building block formulating technology, and makes use of low maintenance technology to substantially reduce the variation in print quality caused by inconsistent coating weights commonly observed with long standing technology.

Attributes & Benefits

Attributes	Benefits
Viscosity stable	Consistent coating weight results in less colour variation
Excellent wet and dry rub resistance	Extended end use
Building Block Technology	Reduced complexity
Reduced ingredient complexity	Supply chain is easier to maintain
Excellent resolubility	No picking – improved print quality
Low maintenance	Viscosity stable over a wide pH range
Designed with pigments for end use application	Excellent wax bleed properties

Benchmark Results



Ranking: 1 = least desirable and 5 = most desirable

PremoCup™ is the only low maintenance ink we have identified for this market. It has better bleed and wet rub resistance than our current product line and the competition.

Questions?

THANK YOU!



For more information on PremoCup™, please contact your local sales executive or email info.packaginginks@flintgrp.com

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PremoCup™ Technical Data Sheet:

Click here: <http://bit.ly/1k8WGhP>