

100%

FREE

FROM . . .

**Purely sustainable.**

The printing ink system  
with a purity guarantee.

 **PURE**  
the nature of ink

EVERY-  
THING  
THAT  
IS NOT  
PURE

We believe nature creates the most brilliant colours and printing ink is only perfect when it dispenses with all additives that are potentially harmful for humans and the environment. This is why we have developed a completely new and natural ink system for offset printing without any additives.

Unlike other printing inks, the PURe formula is free from metal driers, antioxidants, and microplastics. Furthermore, with our novel inks, you can create print products without any unpleasant odour.

Welcome to PURe® – the printing ink with a purity guarantee.



**Michael Berz**  
CEO

THE  
FUTURE  
IS PURE



To create vibrant and colourful print products, using potentially toxic and harmful additives, such as manganese salts or anti-skinning agents, was unavoidable until now. Those substances are even added to the most advanced eco-inks to make them easy to work with and have them dry and harden quickly.

However, to meet the highest standards of ecological and health safety, such additives must be completely removed from any printing ink. We at PURE® wanted to exclude all hazardous substances and create a permanently hazard-label-free ink system without odour emission.

Therefore, we developed a completely new drying and film-forming system that allows using only renewable raw materials without chemical modification and excluding any substances that are harmful for environment and health. In 2020, we succeeded in the industrial application of this patented system. Our patent is the basis for the PURE purity guarantee:

**PURE® does not emit any odour and the formula is 100% free from metal driers, antioxidants, and microplastics.**

**PURE® is the ink system of the future for everyone who produces or uses print products.**

# SHOW



Climate change is a powerful warning to us that protecting the environment is not a luxury, but a bare necessity **to preserve the basis of our existence**. This realisation permeates all aspects of life and changes not only consumer behaviour, but basically our entire economy. Crises challenge the status quo, yet at the same time create new opportunities.

**It is time to show your true colours.**

**79%** of consumers are changing their purchasing decisions based on the social or environmental impact of their purchase.<sup>1</sup>

To secure future prospects and generate targeted sales impulses, brand owners and publishers must take on responsibility and enhance their product range with environmental awareness. The combination of **excellent print results and a responsible use of resources** will have a positive impact on the purchasing decisions of potential customers. **PUR<sup>e</sup> offers solutions.**

# YOUR COLLE- OURS



A man with grey hair, wearing a blue suit jacket and a striped shirt, is looking down at a small green and white product box he is holding in his hands. The background is a blurred store interior with shelves and lights.

Especially target groups with high purchasing power pay more and more attention to the **sustainability of products**. This awareness also greatly affects the acceptance of a product's packaging. The winners of this development will be those packaging producers who manufacture strictly environmentally friendly. **PURe® promotes sustainability.**

**77%** of companies say that their commitment to sustainability leads to increased customer loyalty, and 63% confirm that it increases their sales.<sup>2</sup>



To save resources, **as much paper as possible must be returned to the circular economy.** In 2020, the European-wide recycling rate was 73.9%<sup>3</sup>. This rate can be increased with printing inks that are easier to deink. **PUR<sup>e</sup> takes on responsibility.**



Publishers and parents know very well that storybooks are devoured by children. Sometimes quite literally. It is reassuring to know that the **printing inks used are natural and harmless for our health.** **PURe® means safety.**

**72%** of Germans consider a sustainable lifestyle as key to good health.<sup>4</sup>

A woman with her hair in a bun, wearing a patterned jacket, is focused on her work in a creative office. The office is lit with warm, red desk lamps. In the background, other people are working at their desks.

Creative agencies often break new ground by developing ideas that touch and inspire customers. **New technologies push the boundaries of thought and action**, allowing for inspirational, innovative, and environmentally sensible concepts.

**PURe® inspires new thinking.**

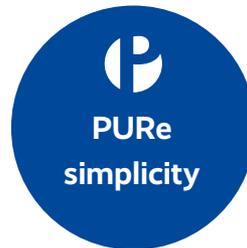
**68%** of consumers in Germany would generally pay more if a product were proven not to harm the environment.<sup>5</sup>

OFFER

EVERY-

THING

**PURe ink technology**  
shines in 5 dimensions.



PURe® is fundamentally different from any other ink system for commercial and packaging printing and is setting new standards in terms of ecology, health, quality, simplicity, and innovation.

The complete elimination of ingredients that are hazardous to health and environment guarantees safe print products with a wide range of applications. Thanks to its purity, PURe® can even be used in food packaging printing and is therefore always the right choice. PURe® turns print media into a multi-sensory experience: look and feel, brilliance, vibrancy, and odourlessness inspire in all dimensions.



**Dr. Carl Epple**  
Board of Directors

# PURe ecology meets the highest demands.

## Responsible

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We strive for minimal negative environmental and social impacts in the production of raw materials for our printing inks.

## Environmentally friendly

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Using only environmentally friendly and GMO-free raw materials means to especially avoid soy oil, which is widely used in eco-inks. In this way, PURe® helps prevent the deforestation of tropical rainforests for irrigation-intensive plantations, which is common in soy oil production, and preserve biodiversity. We also avoid microplastics to protect the environment and ecosystems.

## Natural

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All PURe binding agents are based entirely on renewable raw materials that are not cultivated in monocultures. The base materials of the resins used in our inks are natural substances without chemical modification.

## Almost completely deinkable

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PURe® is well deinkable\* even on critical substrates and thereby significantly increases the recyclability of print products. PURe® thus makes an important contribution to the circular economy.

# PLATINUM

The PURe formula meets the criteria of all major eco-labels and has received a C2C CERTIFIED MATERIAL HEALTH CERTIFICATE™ at the Platinum level.\*\*

0%

mineral oil

0%

cobalt,  
manganese

0%

antioxidants

0%

photoinitiators

0%

fossil  
carbon\*\*\*

0%

genetically modified  
organisms

0%

heavy metals\*\*\*

0%

soy, palm  
and coconut oils

0%

synthetic resins

\*deinkability score according to INGEDE method 11

\*\*C2C Certified Material Health Certificate™ is a trademark of the Cradle to Cradle Products Innovation Institute.

\*\*\*binding agents

# PUR<sup>e</sup> health makes no compromises.

## Free from metal driers and photoinitiators

PUR<sup>e</sup> is free from potentially toxic metal driers and photoinitiators and therefore is not hazardous to health.

## Odourless, food-safe

PUR<sup>e</sup> is odourless. For the printer as well as the end user and reader of print products, this means that also potential headaches can be avoided. Due to its purity, PUR<sup>e</sup> is even suitable for food packaging.

## Protects employees

A novel drying mechanism has been developed for PUR<sup>e</sup>. Our inks require no drying agents and therefore contain no heavy metals. This protects the employees in the printing houses.

## Protects consumers

PUR<sup>e</sup> does not contain mineral oil, microplastics, toxic ingredients, or genetically modified organisms. Because of this, PUR<sup>e</sup> protects against health damages, especially when used in contact-intensive print products such as children's books and food packaging.

## Exceeds legal standards

With its unparalleled pure composition, PUR<sup>e</sup> by far exceeds the legal requirements for printing inks.

100%



The PURe purity guarantee: Pure® does not emit any odour, the formula is 100% free from metal driers, antioxidants and, from 2022 on, even from microplastics.

# PURe quality indulges the senses.

## Brilliant colour effect

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The excellent PURe print quality equals the brilliance of UV inks – for print products that inspire, convince, and sell.

## Fascinating aesthetics

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The exceptional vibrancy of PURe inks enhances the look and feel of every print product. PURe coatings and PURe metallic inks, which do not require hazard labelling, also create iridescent or glossy effects.

## High plasticity

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With PURe®, a three-dimensional effect can be achieved, especially on uncoated substrates.

## No odour emissions

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Media printed with PURe inks are free of unpleasant odours. Therefore, PURe® is perfectly suited for usage in the food and cosmetics sectors.



# PURe simplicity speeds up processes.

## Versatile use

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The PURe ink system can be used without ink change for both commercial and food packaging printing. PURe® does not emit unpleasant odours during the drying process and is therefore suitable for all paper grades. With PURe®, you can also print on aluminium and sheet metal.

## Always safe

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Since the PURe formula does not contain any substances that are hazardous to environment or health, PURe® does not require any hazard labelling.

## Improved workflow

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The unique drying properties of PURe® shorten downtimes during further processing and thus also decrease delivery times.

## Inspiring variety

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Thanks to its outstanding colour and process qualities, the PURe ink system opens a wide range of design possibilities. It is a source of inspiration for printers, brand owners, and advertising agencies.

KISS

Keep it simple and smart – with PRe®.

# PURe innovation creates prospects.

## New ink technology

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PURe® is a novel ink system, setting new standards for printing inks by using primarily environmentally friendly raw materials to create print products of the highest quality.

## Purest ink system

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PURe® dispenses with unsustainable raw materials and ingredients that are potentially harmful to humans or nature to an extent that is unparalleled in the market (see page 24).

## Technically outstanding

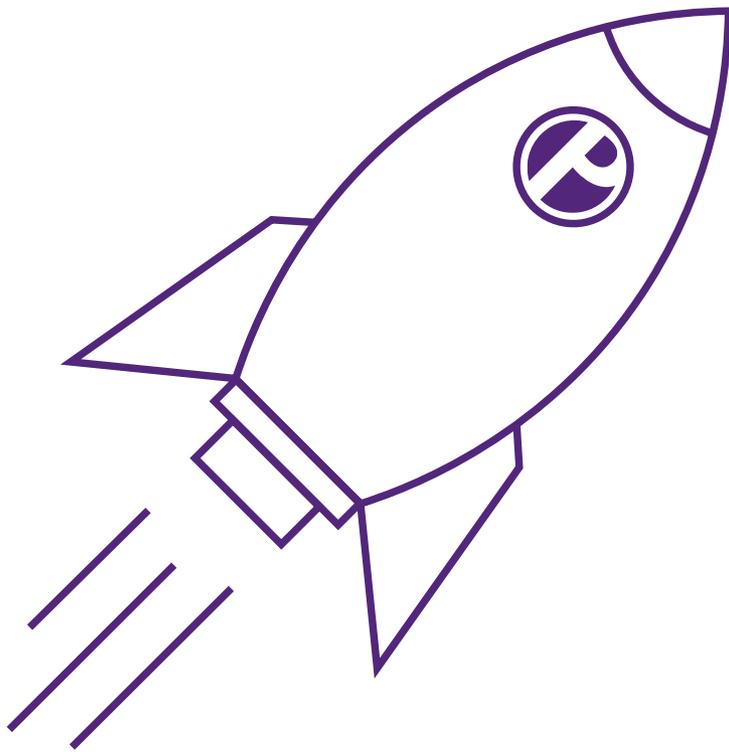
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PURe printing inks are not limited to conventional offset printing, but also show their strengths in waterless offset printing. Further developments like printing on aerosol cans are already in use.

## Dries quickly

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Thanks to its novel drying system, PURe® achieves the short drying times of radiation-curing offset inks, but without the energy-intensive drying process. PURe® dries generally much faster than oil-based inks, so that printed products can be further processed after very short downtimes.



# PURe<sup>®</sup> in practice impresses sustainably.

## RECUP goes up!

**RECUP is an innovative, Germany-wide returnable deposit system for coffee to go cups. RECUP offers an uncomplicated, attractive, and at the same time sustainable alternative to disposable cups – for less waste, more good coffee, and above all for the environment.**

### **The start-up's sustainability commitment affects all aspects of print marketing:**

“We are passionate about what we do because we care about the world and our fellow human beings. The same is true for postcards, advertising flyers, and table displays that we

print for ourselves and our partners in the catering trade. Because we are handling food, it is especially important to us that our print products, too, mean no harm for people or the environment and save resources.”

### **Why PURe<sup>®</sup>?**

“We believe, acting sustainably means being mindful when it comes to our natural resources. For our commitment, we were awarded the European Reusable Award in 2021. With RECUP, we help save gigantic amounts of resources and avoid tons of waste. That's why it was clear to us from the start that we would only work with a printing house that actually lived the idea of sustainability. PURe printing inks are made almost exclusively from renewable, biodegradable raw materials and produce high-quality print products that can also be easily returned to the recycling loop thanks to their good deinkability.

We have a responsibility to minimise the negative impact of our consumption on future generations. With our business idea and our commitment to the environment, we prove that we can make a difference.“



The founders of the Munich start-up, Fabian Eckert and Florian Pachaly, with the European Reusable Award



Joint Impact – the Melitta Group Annual Report 2020

## The Melitta Group takes on responsibility.

**With its 2020 annual report, the Melitta Group is setting a strong example for sustainable communication. The constructive cooperation of the design agency klee.steinberger and the environmental printing house deVega resulted in a truly perfect ecological masterpiece.**

### **Sustainability does not mean sacrifice:**

This is the strong belief not only of Claudia Klee and Vit Steinberger, but also of the employees at deVega. The Melitta Group's annual report stands as a perfect example for this approach. It was designed and produced ecologically regarding all of its components: from the choice of paper to the saving of printing plates due to two-colour printing to the thread-knot binding made of cotton threads as well as the laser-cut finishing.

“We knew that we could only create a truly sustainable product if we found a printing house that understood sustainable production in a holistic sense, had the necessary infrastructure, and also used renewable energy. It was also important to us that the printing company had experience with recycled paper, systematically used sustainable inks, and was open to new ways and solutions,” Claudia Klee and Vit Steinberger explain.

### **PURe® brings colours to life:**

For deVega, a truly sustainable print production is based on the use of natural printing inks. “PURe® achieves brilliant results, especially on paper with an uncoated surface. The motifs appear almost three-dimensional. And these new, odourless inks also serve the growing demand for a pleasant smell of print products,” says Till Srownal, operations manager and partner of deVega Medien. The Melitta Group's annual report perfectly demonstrates that a sustainable production inspires entirely new, creative ideas.

# PURe purity

because less is more.

		UV curing printing inks	printing inks containing mineral oil	vegetable- oil-based eco printing inks	PURe®
<b>Colour agent</b>	Organic pigments	⚠	⚠	⚠	⚠*
<b>Binding systems (varnishes)</b>	Acrylated polyester	⚠	○	○	○
	Polyether	⚠	○	○	○
	Polyurethane	⚠	○	○	○
	Epoxy compounds	⚠	○	○	○
	Alkyd resins	○	⚠	⚠	○
	Modified rosin resins	○	⚠	⚠	○
<b>Thinner</b>	Low molecular weight acrylates	⚠	○	○	○
	Epoxides	⚠	○	○	○
	Mineral oil fractions	○	⚠	○	○
	Ox. drying oils (odour emission)	○	⚠	⚠	○
<b>Additives and system components</b>	Photoinitiators	⚠	○	○	○
	Metal driers	○	⚠	⚠	○
	Antioxidants	○	⚠	⚠	○
	Waxes (PE/PP/Microplastics)	⚠	⚠	⚠	○
	Chemically modified additives	⚠	⚠	⚠	○
	Levelling agents	⚠	○	○	○

⚠ Use of non-renewable raw materials

⚠ Substances with potentially negative effects on humans and environment

\*A PURe ink system with inorganic/mineral pigments that allows substituting organic pigments is available on request.

# PURe expertise

## moves companies forward.

### **“The nature of ink” – this is our promise.**

PURe® enables offset printing that is as colourful and vibrant as it is sustainable. Our innovative PURe ink system combines the key requirements for premium print products of the future: a strong focus on ecological criteria and supreme print quality.

PURe Holding, based in Augsburg, Germany, has its roots in the Epple Druckfarben AG and today operates independently in the market. It is our ambition to combine the tradition and experience of the established parent company with the speed and flexibility of a dynamic newcomer. Our mission is to reinvent the printing market with our pure, natural ink system. Because “the nature of ink” is also “the future of ink.”

Get in touch with us to explore the future potential of your company!

## Can nature be printed?

With the new PURe ink system, it can!

PURe® combines brilliant and vibrant print results and efficient work processes with pure sustainability, healthiness, and real potential for the future.



**Learn more.**

Scan the QR code and  
visit our website.



**PURe ink systems AG**

Fuggerplatz 8 | 86150 Augsburg | Germany | [www.pure-inks.com](http://www.pure-inks.com)  
[info@pure-inks.com](mailto:info@pure-inks.com) | +49 821 999776-0