

## NEWS RELEASE

June 6<sup>th</sup> 2007

# INKREDIBLE

The logo for the INKREDIBLE launch, featuring the word "INKREDIBLE" in a large, bold, blue sans-serif font. Below it is a horizontal bar with a blue circle on the left, followed by segments of yellow, red, yellow, blue, and red. To the right of the bar is the word "LAUNCH" in a smaller, blue, italicized sans-serif font.

Hostmann-Steinberg introduces a new generation of Sheetfed inks under the brand name **INKREDIBLE**.

**INKREDIBLE** ink products are based on cutting edge technology and will set a new quality benchmark for top level Sheetfed Printing Inks. Developed and formulated to complement all press configurations from small to large formats, at the highest production speeds including Perfecting, they offer excellent stay-open properties and at the same time very fast setting, drying and excellent stacking. The new products very much complement work-and-turn requirements.

### **Other outstanding quality features are:**

- Noticeably improved gloss
- Excellent transfer and colour strength
- Optimized ink/water balance with reduction of both ink and water settings
- Quick start ups after breaks
- Easier wash ups
- Improved print contrast with less dot gain
- Further reduced VOC levels

The new **INKREDIBLE** ink products are being manufactured in our North American state-of-the-art production plant and are now available to the Printing Trades in Canada, the USA and Mexico.

A milestone has been laid in the development of our Printing Inks and we have once again succeeded in launching another first-class generation of Sheetfed Inks: **INKREDIBLE**