

» TECHNICAL BULLETIN

## Zodiac™ Taurus™ Adopting Non-PVC Inks Quickly and Effortlessly

For printers well-versed in plastisol tradition, the transition to non-pvc inks can appear daunting. Consider the printability of plastisol inks and the financial cost to invest in dryers capable of achieving the longer curing times required of water-based inks or new printing equipment for digital systems.

Non-PVC plastisol inks offer an eco-conscious alternative that require little investment in equipment and training. These inks were launched with fanfare a few years ago in response to more extensive brand Restrictive Substance Lists (RSLs)

and requests from specifiers to remove PVC from inks, now this technology has been improved with Zodiac™ Taurus™ non-PVC inks.

Zodiac Taurus inks are a comparable product to plastisol, with similar quality and performance on press and application performance parameters. In most cases, it can be considered as a replacement beneficial for future repeat jobs in which the only adjustment is for a client who now specifies a non-PVC solution.





### Consider the following benefits of non-PVC inks:

- Zodiac Taurus inks are formulated to not dry on the screen, solving a common problem experienced with alternative non-PVC formulations
- Zodiac Taurus inks are ready-for-use (RFU), and therefore don't require modification prior to production (note: a viscosity reducer is required when running on cylinder presses)
- There is no requirement for cross linkers thus the shelf life of the inks is not compromised, simplifying stock rotation and representing considerable financial saving
- Zodiac Taurus inks offer a Pantone® Matching System (PMS), which greatly simplifies the ability to promptly and accurately achieve customer color specifications
- Zodiac Taurus inks are ideally suited to a production environment requiring quick turnaround
- Zodiac Taurus non-PVC inks fully cure in 60 seconds, offering potential savings in energy costs and production time
- Printers accustomed to using plastisol inks may adopt Zodiac Taurus with ease

Aside from direct applications, non-PVC inks are a suitable alternative for the screen printers specializing in transfer printing, predominantly working in the promotional goods market where short runs and quick turnarounds are typical.

Zodiac Taurus non-PVC inks answer the call for eco-conscious requirements for printers familiar with plastisol ink printing.



For more information,  
visit [www.zodiacinks.com/taurus](http://www.zodiacinks.com/taurus)

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