

# MAKE THE SWITCH

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# MAGNAPRINT INKS

## WHAT MAKES MAGNACOLOURS® WATER-BASED INKS SO GOOD?

Since 1978 we've devoted ourselves to developing water-based screen-printing inks that offer an eco-friendly alternative to PVC based inks whilst also giving performance benefits. Using the latest technologies in our MagnaLab, we develop new products and formulate requests for leading brands and retailers that address demanding fabrics and the ever-changing market.

Our strong and reliable supply network ensures our inks are readily available across the globe through our hand-picked distributors and partners.

As well as manufacturing sustainable inks, we offer on-site technical support to equip printers looking to switch with the skills to use MagnaColours products with confidence.

In other words, no other ink manufacturer is better placed to guide you through the transition to water-based screen-printing.

## MANY SCREEN-PRINTERS HAVE ALREADY MADE THE SWITCH TO MAGNAPRINT®

More and more screen-printers are waking up to the benefits of using water-based inks. However, there are still a few people holding onto the misconception that plastisol outperforms water-based.

MagnaColours® aims to dispel this myth with our revolutionary range of sustainable, high performance and environmentally-friendly products.

With many leading brands and retailers now demanding non-toxic inks, they now look to us to create new and improved alternatives that push the boundaries of water-based technologies.

This guide introduces you to our 'Make The Switch' programme, designed to smoothly hold your hand through the process.

Using MagnaPrint inks has never been easier, from the high solid Aquaflex to the revolutionary wet-on-wet Edge printing system. Plus with the MagnaMix ink matching software, thousands of colours are at your fingertips.

*"We're passionate about using environmentally-friendly water-based inks because our vision is to be leaders in screen-printing. We tried working with several different ink companies but only MagnaColours® shared our ethos and provided us with the solution we needed, and we're now well on our way to achieving 100% water-based ink usage. What's more, MagnaAcademy® helps us improve our processes and gives us the opportunity to spread the word to the wider industry."*

*- Ben Clark, B-Unlimited, USA*



### **WORK WITH INDUSTRY EXPERTS**

We have over 40 years' experience of developing water-based screen inks at MagnaLab, and our print technicians are ready to provide expert help and training on-site and through MagnaAcademy®.

### **PEACE OF MIND**

MagnaPrint® inks are free from harmful, toxic chemicals making them safer for the environment. We adhere to the most stringent compliance regulations in the industry giving peace of mind to retailers and printers.

### **REDUCE ENERGY COST**

MagnaPrint inks are fast-curing, require low temperatures and quick flash times.

### **GAIN PRODUCTION EFFICIENCIES**

Our MagnaPrint Edge range requires fewer flash units to allow wet-on-dry printing, and is slow-drying in the screen, reducing screen blockages and stoppages.

### **REDUCE INK CONSUMPTION**

Our latest MagnaPrint generation of inks, such as our Aquaflex High Solids pastes, allows for fewer print strokes to achieve desired opacity and reduced ink consumption.

### **EASY TO USE INKS**

MagnaPrint inks are designed to be ready for use requiring no further additives.

### **SOFT HAND FEEL**

Alongside a soft handle, MagnaPrint inks have high stretch performance and excellent wash-fastness properties.

### **VERSATILE INK SYSTEMS**

MagnaColours® offers an ink system for every fabric, from cotton to the most challenging high-stretch performance poly fabrics.

### **ACHIEVE COLOUR CONSISTENCY**

MagnaMix is our proprietary colour software that generates and stores recipes, controls and estimates ink usage, and is now available with dispensing units.

### **ERADICATE USE OF HARMFUL SOLVENTS**

MagnaPrint screen emulsion and water-based inks allow you to fully reclaim all of your screens without the use of harmful solvents.

## **MAKE THE SWITCH**

### **SWITCH WITH EASE**

Through the Make the Switch Programme, MagnaColours® aims to help printers to switch to MagnaPrint® Inks from plastisol or other water-based printers.

We are able to guarantee both a smooth transition and future working relationship thanks to our dedicated network of textile technicians.

### **AUDIT**

Whether you are switching from plastisol inks or already using water-based inks, we will initially conduct an end-to-end review of your production processes. Identifying areas to improve efficiencies and to help build a roadmap tailored to your requirements to switch to MagnaPrint water-based inks.

### **TRIALS**

Together, we trial print MagnaPrint inks at your premises and supervise wash tests to ensure optimum print quality.

### **TRAINING**

Online via the MagnaAcademy® website or with our print technicians on site, we will help you learn the techniques and tricks to printing MagnaPrint inks.

### **IMPLEMENTATION**

Following successful print trials, a full order is printed to analyse and evaluate every part of the production process, from screens to curing.

### **ONGOING SUPPORT**

We believe that support and education should not stop when you receive your ink. Through a combination of follow-up site visits and online training videos, we offer a comprehensive training and support package to help you realise the full benefits of water-based printing.



## LEARN AT YOUR OWN PACE WITH MAGNAACADEMY®

### MAGNAACADEMY

Whether you are switching from plastisol inks, or already experienced in water-based printing, MagnaAcademy will help you learn new techniques and tricks to get the most out of your designs.

### MAGNAACADEMY ONLINE

Designed to fit seamlessly with your working practices, the programme is flexible, efficient and highly informative, using the latest learning technology to deliver rich and practical content.

Training is broken down into individual modules, helping you to develop the skills and knowledge you need to stay at the forefront of our industry and explore your newly found creative freedom with confidence.

With online video courses covering; high and medium solids, soft bases, discharge printing, special effects and the MagnaMix colour matching system. You can learn printing methods and techniques at your own pace from your laptop.

### MAGNAACADEMY TRAINING DAYS

Throughout the year we hold our training days at head office in Yorkshire England. Welcoming customers and distributors from across the globe to learn more about our product range and see inks printing first hand in our print room.

Together, we can show the world that greener really can mean better.

## ENVIRONMENTAL COMPLIANCE

### A GREENER WAY OF PRINTING

We recognise that to be a leader in water-based inks, we must stay at the forefront of legislation and compliance, which is why we are proud to work with brands and governing bodies globally to supply products that are better for the environment and safer for use in all stages of the manufacturing process.

### OEKO-TEX® ECO-PASSPORT

Eco-Passport by Oeko-Tex is an independent certification system for chemicals, colourants and auxiliaries used in the textile and leather industry.

Each ingredient used in the manufacture of our certified inks is carefully selected to ensure it meets the Eco-Passport requirements and that it is not harmful to human health. Our inks certified under Eco-Passport can be used for the production of Oeko-Tex Standard 100 garments.

Core MagnaPrint products and Eco-Pigments are Eco-Passport certified.

### ZDHC ROADMAP TO ZERO

The ZDHC Roadmap to Zero Programme is a coalition of fashion brands and value chain associates working together to eliminate and substitute hazardous

chemicals for safer ones in the production processes of garments and textiles.

Over 20 global brands and retailers have signed up to the ZDHC roadmap so far, working towards eliminating the use of hazardous chemicals in the production of garments and textiles.

MagnaColours® has its Eco-Pigments and a core range of MagnaPrint® products certified to ZDHC Confidence Level 1.

### GNA®

In 2017 MagnaColours® launched a brand new compliance standard called GNA®.

The GNA standard is a universal certificate of compliance and sustainability that meets the demand to significantly reduce the amount of hazardous and environmentally damaging chemicals from the garment printing industry.

We use the GNA standard as a benchmark to ensure all our inks through the development process and during production meet the requirements of our customers and globally recognised compliance certifications.



### 1992

Invented the first formaldehyde-containing discharge using dry heat fixation

### 1998

Invented the first formaldehyde-free discharge, culminating in the Queen's Award for Innovation

### 2000

First to remove APEOs from all screen ink formulations

### 2002

Launched the first non-drying wet-on-wet water-based screen ink, ND Extra

### 2007

Developed the first formaldehyde-free high-solids print system

### 2008

Developed the first formaldehyde-free underbase for plastisols, Plascharge

### 2009

Launched the first medium-solids semi-opaque wet-on-wet water-based print system for vector art

### 2009

Launched the first one-pack water-based Burn Out system, stable for 12 months

### 2015

Developed the first lowest-temperature-curing, high solids & opacity, slow-drying, quick flash water-based ink, without any need for additives - Aquaflex

### 2016

Developed the first one-pack water-based reflective screen ink that doesn't require catalysts

### 2017

Introduced GNA®, the strictest compliance system for the water-based screen-printing industry

### 2017

Launched the first industry-focused training academy specifically for the water-based screen printing industry - MagnaAcademy®

### 2018

Developed an innovative new low-temperature, fast-curing, slow-drying underbase, Migration Eliminator V2

Launched revolutionary, wet-on-wet water-based printing system, EDGE

### 2019

Launched Killer Base for use under plastisol to improve the handle

Introduced Hybrid Fusion, White Base and Topcoat for use with Digital Hybrid printing systems

Developed a next generation migration blocker eliminating sweating on problematic fabrics - Migration Blocker Black

### 2020

Launch of MagnaTrans™. An exciting new range of high performance water-based transfer inks, adhesives and films

**MAGNACOLOURS®**  
IMAGINATION INK®

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