



June 23, 2009

Renewable, Bio-Based Content of Gans' **Eco-SURE! Low VOC**  
(A136620-623) Process Series

Gans Ink & Supply Company's **Eco-SURE! Low VOC** process series is our latest development for environmentally conscious commercial printers desiring to stand apart from the competition by incorporating a low-impact, renewable process inkset into their daily production regimen.

The formulation for this inkset utilizes, on average, a minimum of 20% soy based oils, enabling commercial printers to use the **American Soybean Association's** "Printed With Soy Ink" seal on products printed with **Eco-SURE! Low VOC**. However, the low-impact renewable resources incorporated into this ink series go far beyond just soy oil. For printers, or print buyers, who want to convey a more comprehensive picture of this ink's environmentally friendly bona-fides, **Eco-SURE! Low VOC** process inks qualify for Gans Ink's **Eco-SURE!** Certification at the Bronze tier for sustainably formulated printing inks (go to [www.gansink.com](http://www.gansink.com) for more info on this unique qualification program).

Over the years that Gans Ink has been refining and improving environmentally friendlier inks, we have identified several additional vegetable based exotic oils that enhance both print performance on press, and post production durability. In addition to the renewable nature of these raw materials, **Eco-SURE! Low VOC** is a high solid formulation that contains **only 2.3% Volatile Organic Compounds** (smog causing chemicals that evaporate into the lower atmosphere).

As an average for the inkset, the total bio-based renewable oils and resins incorporated into the formulation of our **Eco-SURE! Low VOC** process series is as follows:

Bio-Based Oils and Resins - 73% 

The balance of the materials used in this series' formulation are primarily made up of dye derived pigment colorants (which some manufacturers include as vegetable based ingredients, but really aren't), and various other sundry additives.

Gans Ink & Supply Company is committed to supporting environmentally conscious printers. Our low impact inks and pressroom supplies will not only lead the way in the responsible use of our natural resources, but will also set **you** apart from your competition with a printed product that exhibits an expanded color gamut, with vibrant hues and dramatic gloss, that will demand marketplace attention!Gans Ink & Supply Co.

