

## **TOYO PRINTING INKS PARTICIPATING IN EURASIA PACKAGING ISTANBUL FAIR**

**Serving the packaging and printing industry, Toyo Printing Inks will exhibit its sustainable and innovative solutions at the Eurasia Packaging Istanbul Fair.**

**Toyo Printing Inks is getting ready to participate in the 28<sup>th</sup> Eurasia Packaging Istanbul Fair, one of the most comprehensive fairs in the packaging industry, which is planned to be held at Tüyap Fair and Congress Center between October 11<sup>th</sup> and 14<sup>th</sup>.**

**September 28, 2023, Manisa, Turkey**—At its factory in Manisa, Toyo Printing Inks, a subsidiary of Japan-based Toyo Ink Group, successfully continues its manufacturing and sales operations for a wide geographical region consisting of Europe, Turkic Republics, Africa, and the Middle East, especially Turkey. Aiming to strengthen its effectiveness in this region and increase its exports, Toyo Printing Inks will meet with its visitors at the Eurasia Packaging Istanbul Fair.

**In Booth No. 513B in Hall 5**, Toyo Printing Inks will exhibit its products and services that can help printing and packaging manufacturers make the transition to a circular economy under the title of "**Packaging Innovation for a Sustainable Future**". Toyo Printing Inks, which increases its strength in the international arena with its innovative solutions and technical support service, will bring together its high-performance inks, coating systems, and auxiliary materials suitable for all kinds of printing materials with domestic and foreign visitors of the fair. In addition to the product groups of sheet-fed offset inks, liquid inks, metal packaging systems, and web offset inks manufactured in its factory in the Manisa Industrial Park, it will also introduce product groups within the Toyo Ink Group developed for the packaging sector such as lamination adhesives developed for food, beverage, and industrial applications.

Together with all existing product groups, Toyo Printing Inks highlights include the RV-20010 series of transparent UV-block coatings to replace aluminum in flexible packaging structures as a part of the growing trend towards recyclability, which has been developed by R&D experts will be introduced at the fair. This line not only blocks unwanted UV rays that can damage the packaged product but also helps to increase the recyclability of the total package.

Concerning solutions for food safety, Toyo Printing Inks will showcase the LP-9000 Toyo Life Premium Food LO/LM sheet-fed offset ink series. LP-9000 systems have been designed and manufactured in compliance with the EuPIA guidelines and Good Manufacturing Practices (GMP) standards, as well as being certified by INGEDE for de-inkability. Toyo Printing Inks will also present to the visitors its BPA-free product offerings for metal packaging inner coatings that comply with food regulations.

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"The packaging and printing industry is at the forefront of the fastest growing and developing sectors both in our country and in the world," said **Toyo Printing Inks Strategic Planning and Market Analysis Team Leader Pınar Demir Altın** and added, "Nevertheless, consumer behaviors and expectations change every year. Consumers and brands attach more importance to sustainable packaging and products day by day. This situation also closely concerns us, the ink manufacturers, which are part of the supply chain. As Toyo Printing Inks, we are carrying out our operations to develop products that contribute to sustainability for improving the product life cycle. In this direction, visitors to our stand at the Eurasia Packaging Fair will be able to find all our product series that we use renewable resources and comply with food regulations."

For further information on Toyo Printing Inks, visit [www.toyoink.com.tr](http://www.toyoink.com.tr).

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