

# KODAK Inkjet Printing Solutions

## WINNING SOLUTION: FOOD SERVICE PRODUCTS

### High-quality, cost-effective digital printing

Until now, providing cost-effective customized or short-medium-run length printing for food service products has been a challenge. Kodak's continuous inkjet technology enables new opportunities in this market, with high-quality, low-cost and sustainable alternatives to drop-on-demand (DOD) inkjet and traditional printing processes. Kodak's inkjet solutions give brand managers and marketers the freedom to create versioned content and get new ideas to market quickly and cost effectively, maintaining consistency and quality across substrates and designs. Even better, printers and converters can leverage existing equipment to meet these new market demands, expanding capabilities, improving efficiency and reducing environmental impact.

#### Sustainable water-based inks

Kodak's water-based inks are at the heart of these game-changing solutions. Nanoparticulate pigments expand the CMYK color gamut beyond what is achievable with traditional printing methods to deliver outstanding image quality and consistency, and a more accurate match to brand colors. In addition, water-based inks and fluids for packaging are eco-friendly, economical, and comply with indirect food contact regulations.

In consultation with leading experts, Kodak has conducted extensive evaluations on KODAK PROSPER inks and fluids for food packaging regulation compliance in the European, Canadian and U.S. markets. Results indicate that Kodak's water-based inks are considered safe for indirect food contact in accordance with industry requirements, and are currently in use by brands today for food service products, folding carton, labels and flexible packaging.

#### Partner solutions

Kodak partners with other manufacturers to expand cutting-edge inkjet solutions for the packaging market including Bretting, who develops paper converting equipment for low-weight substrates, and Michelman, who develops barrier coatings for eco-friendly paper alternatives to plastic wraps. In addition, our direct relationship with leading folding carton substrate suppliers ensures that KODAK solutions remain cost-effective and relevant while meeting both quality and sustainability objectives.

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*The KODAK PROSPER 6000S Press, KODAK PROSPER Imprinting Systems and Kodak's proprietary water-based inks partner together to generate creative freedom for customized food service products.*

#### Unmet market needs and growth opportunities:

- Profitable short-medium run lengths
- Customization
- Faster speed to market
- Versioning
- Print-on-demand
- Prototypes
- Market testing
- Seasonal promotions

#### The freedom to create business growth

When you partner with Kodak, your opportunities are endless. Whether you choose to add digital print capabilities to your existing equipment by integrating KODAK PROSPER S-Series printheads or install a complete white-paper-in solution, you can now successfully meet new market demands, creating more opportunities for you to grow your business.

