

# GENESIS

## Washable Ink

Helps brand owners and printers achieve sustainability goals with a completely recyclable package that meets APR recycling guidelines



Genesis™ GS is a sustainable, gravure solvent ink that is deinkable from shrinkable cPET films and floatable with roll-fed OPP labels in the recycling process.

Formulated for recyclable PET films, the ink is removed from the label substrate in a caustic wash and rinse making a completely recyclable package possible.

## Environmental Impact

**The high-performance ink makes it easier to recycle plastic films used in packaging.**

Minimal bleed in caustic wash solution results in marginal impact on recycled PET discoloration allowing for increased recovery of high-quality, clean, recycled PET resin flakes.

New clear bottles can be made from the circular reuse of recovered material, contributing to a circular economy, boosting the worldwide recycling rate and reducing the volume of plastic bottles in the marine environment.

## Performance and Efficiency

Genesis GS can be used for shrinkable cPET labels *and* roll fed OPP labels allowing a customer to print both using just one ink system.

- Exceptional film adhesion
- Excellent caustic bleed resistance
- Excellent resolubility
- Printability at high press speeds
- High blocking resistance
- Clean printing / good highlights
- Good doctor blade wiping



Association of Plastic Recyclers

Genesis GS meets the stringent APR\* critical guidance for recycling of PET bottles with shrink sleeves

Learn more: [INXgenesis.com](http://INXgenesis.com) Email: [info@inxintl.com](mailto:info@inxintl.com)

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