Press Article

## RUDOLF introduces innovative digital pigment printing toolbox

*RUDOLF, a world leader in speciality chemicals, announces a development in digital textile printing with the introduction of its new Digital Pigment Printing Toolbox. Continuous research and development enables RUDOLF to offer products with maximum performance and minimum environmental impact.*

Interest in digital pigment printing is growing because it has the advantage over other printing technologies of eliminating one process step. With pigment printing, there is no need for post-treatment, which means that the water required for post-treatment can be saved. Digital pigment printing also offers remarkable flexibility, as designs can be easily adapted and it is applicable to all fibre types. To further enhance the quality of pigment printing, pre-treatments are used to improve rub fastness, intensify colours and soften the feel of textiles.

The **RUDOLF** toolbox consists of different pre-treatment products and offers:

- **Sustainability**: All products in the toolbox are free from formaldehyde and butanone oxime. In addition, the core product and some combination products are completely free of blocking agents.

- **Performance**: The products in the toolbox offer different effects: improved rub fastness, colour enhancement and soft touch. The products can be applied to the textile according to the requirements of the specific effect.

- **Customisation**: The toolbox is based on a core product, **RUCO®-PRINT PXS**, which can be combined with any other product in the toolbox to create a tailor-made pretreatment with a variety of effects.

- **Convenient application**: To combine the products and create a customised pre-treatment, the different products can be blended in a single bath, making it quick and easy to use.

With the introduction of the Toolbox, **RUDOLF** presents a comprehensive solution package for pre-treatment in digital pigment printing. This new technology paves the way for future developments with a focus on expanding capabilities. At **RUDOLF**, responsibility means continuously refining our entire manufacturing process to achieve optimal results - for our customers, for ourselves and for the environment.

'With the new toolbox for digital printing, we offer our customers a flexible and customisable solution that combines the highest quality with sustainability. With our innovative pre-treatments, we enable brilliant colours and a pleasant feel with minimal resource consumption. Our goal at **RUDOLF** is to take digital print to the next level – making it more efficient, environmentally friendly and optimisable for a wide range of customer requirements.'

Dr. Christoph Hauser- Product Developer, RUDOLF

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## Notes for editors

### About RUDOLF

**RUDOLF** remains true to its values of quality, innovation and sustainability and continues to develop game-changing technologies to transform the textile industry and meet the growing demands for environmental sustainability.

With approx. 2,000 employees in 45 countries, **RUDOLF** provides logistical and technical support to its customers worldwide.

The combination of scientific expertise and customer proximity makes **RUDOLF** an experienced and competent partner in the textile finishing industry. The company is proud to offer products that comply with OEKO-TEX® and GOTS standards, is committed to the ZDHC and is a partner of the bluesign® system. **RUDOLF** is a founding member of the Transformer Foundation and lives the philosophy of the Responsible Care initiative, which stands for responsible behaviour in the areas of environment, safety and health.

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