UltraTex™ Solvent Dye-Sublimation Ink

Buy Versatile Textile Printing Inks to Dye For.

Customer Vision Image Plus cuts to the very fabric of quality graphics.

Loblaws, a major food distributor in Canada, decided to print their promotional graphics on fabric instead of on rigid plastic substrate to reduce the costs of shipping these materials to its various locations nationwide. They looked to Version Image Plus to ensure that this could be done without sacrificing brand promotion quality or consistency.

Version Image Plus used VUTEk UltraTex™ dye-sublimation ink from EFI on its VUTEk 3360 superwide format printer to successfully achieve this. “We are very happy with the color saturation that we are able to get from these inks,” reports Claude Joly of Version Image Plus. “The saturation and ink penetration is so good that we are able to create backlit graphics on fabric.”

To find out more, contact an EFI’s VUTEk sales representative by calling 1-877-EFI-INKS or visiting www.efi.com/how-to-buy.

VUTEk UltraTex™ dye-sublimation solvent inks from EFI™ give you the versatility to handle a wide range of textile print applications using EFI’s VUTEk 3360 superwide printer. They also work with EFI’s VUTEk® 3360 Fusion ink delivery option, which provides you the ability to switch between regular solvent and dye sublimation solvent ink. UltraTex™ stands up to the unique demands of textile printing. The inks are wash resistant and dryer-resilient for indoor and outdoor graphics so they can be used over and over again. They can be infused into fabrics for head-turning color vibrancy and excellent draping qualities. What’s more, they offer the widest possible color gamut and high operational stability you need to optimize your production efficiency and overall business profitability.

UltraTex™ prints via the transfer process, or directly onto polyester flags and poplin materials. Direct printing improves strike-through and reduces paper and ink production costs. Use UltraTex™ dye-sublimation solvent inks to print on banners, flags, point-of-purchase advertising, exhibition graphics, wall murals and stage graphics.