

HEP

Facts and Myths Vegetable-based Ink: The Smart Eco-Orientated Choice



Printing plants have traditionally emitted an identifiable odor that resulted from heavy presses running petroleum-based inks and the chemical solvents that cleaned them. Called volatile organic compounds (VOC), the emissions introduced hazardous air pollutants into the environment. A 15-year transition away from using petroleum-based inks to more environmentally friendly inks at **Harwill Express Press (HEP)** sets a standard for community responsibility. Soy-based inks produce fewer adverse impacts on the environment than petroleum-based inks, ***but vegetable-based inks produce quality impressions without endangering the planet.***

Myth: There is nothing wrong with traditional printer's ink.

Fact: Examining the composite elements of petroleum-based ink reveals that it contains zinc, copper and barium that can cause environmental damage. Compounds such as xylene, toluene and benzene are hazardous to health or even carcinogenic. Leaching into the environment, VOCs can contaminate soils and groundwater in addition to producing air that is hazardous to breathe.

Myth: There are no acceptable alternatives to standard printer's ink.

Fact: The printing process relies on oils to deliver the quality product that clients expect, but they are available in other types of ink as well. Renewable oils in soybeans, corn and linseed provide alternatives that are more environmentally friendly. Soy-based inks are commonly accepted as workable alternatives, ***but vegetable-based inks are the most beneficial to the environment.***

Myth: Petroleum-based inks produce the most vibrant colors.

Fact: At **Harwill**, vegetable and soy-based inks present a quality that is equal or superior to that of petroleum-based inks. Their translucent qualities cause pigments to seem richer and more colorful, and advantages include a low rub-off factor that prevents ink transfer to readers' fingers. The amount of VOCs in soy-based inks is minimal, and ***vegetable-based formulas may contain none.***

Myth: Recycling paper printed with petroleum-based oils requires no extra effort.

Fact: The recycling process requires the removal of ink, and it is easier with soy and vegetable-based inks than with those that have a petroleum base. Both alternative inks degrade faster than standard petroleum-based inks. ***Vegetable-based inks make it easier to achieve high quality recycled paper while limiting the amount of hazardous waste.***

Myth: Vegetable-based inks have no distinct advantages.

Fact: Thinner than inks that use a petroleum base, vegetable-based inks can produce colors that are brighter. In addition to reducing environmental impacts, the *vegetable-based inks in use at Harwill provide production of superior images with less ink.*

Recipe:

VEGGIE INK:

- Corn Oil
- Walnut Oil
- Coconut Oil
- Linseed Oil
- Canola Oil
- Soy Oil

Mix assortment of above for a delicious blend of ink.

Myth: Petroleum-based oils draw from an unlimited supply.

Fact: The demise of the dinosaurs and other geological factors produced an enormous source of petroleum, but the supply is not inexhaustible. **Harwill** features vegetable based inks that have a sustainable source. *Produced from corn, linseed and soy, some vegetable-based inks generate little to no VOCs.*

Myth: All inks dry in the same amount of time.

Fact: An advantage of using petroleum-based inks is that they dry quickly, but it does not outweigh the disadvantages, such as high VOCs making them unhealthy to breathe. Vegetable-based inks have a slower dry time, but are sustainable and produce little to no VOCs, making a healthier workplace. *Veggie Inks allow you to breathe easier!*

Myth: All printing plants are the same.

Fact: Environmentally sound practices at **Harwill** prove that all printing firms are not the same. A family-run printing business since 1973, the company features traditional

as well as digital printing that is state-of-the-art. Honoring a commitment to the protection of the environment, **HEP** produces the highest quality printing that is available anywhere. Incorporating the latest technological advances as a responsible way to care for the planet, *Harwill Express Press is a print firm that advocates for the environment with responsible printing practices.* 