

GREEN CHEMISTRY & ENVIRONMENT: A COMMITMENT BELONGING TO US IN THE FACTS!

Our philosophy has never changed: we do pursue a sustainable chemistry because we believe that the respect for the environment is part of our responsibility. According to its most known meaning the sustainable development is *“the one that meets the requirements of the present time without compromising the capabilities of the future generations to meet theirs”*.

Nowadays the economic development in respect of the environment is at the first places of the worldwide politic agenda, thus generating a new awareness in drawing the private life and the business model: a rewarding approach for those companies, which since ever they have been looking for the complex balance between profit and sustainability. Therefore, we constantly cooperate with companies specialized in the research applied to green chemistry, focused on the screening of natural raw materials and derived from renewable energy resources. The goal is to “realize” production processes at low environmental impact to make real “eco-compatible” products and easy to use.

The results obtained so far give us right. Water-based products used both in digital and traditional printing, selected solvent-based products as well as those based on traditional raw materials reformulated according to an eco-sustainable key, do assure a clear reduction related to the production of special waste and of energy consumptions involved in the production cycles.

INKS & GREEN: THE STRANGE COUPLE!

The shift from the slogans to the concrete actions supporting the sustainability has been a long one.

In our time the Eco-friendly concept involves the entire production chain. The media for the visual communication, the textile ones, those realized with the most innovative materials [compostable and recyclable] are capable to lighten the whole process of waste thus limiting the presence of hazardous substances. In this scenario take their place the inks – which have always been kept the most responsible for the pollution during the printing process - , they complete an *“Aware choice”* creating value in time.

Kiian, taking up the principle of the sustainable development, has given life to *“The Strange Couple”*.

The innovative ink is integrated in the *controlled production chain*, granting both the high qualitative and technical standards and the waste disposal through the standard industrial cycle.

It is about a modular system: free from phthalates, formaldehyde, heavy metals; a system making use of selected solvents - harmless and non flammable -; a system founded on the development of water-based technology and on the remarkable reduction of the polluting components in case of traditional products.

A modular project built up keeping in consideration the printing techniques and the norms running to define the directives relevant to the sustainability of the reference market segments.

ENVIRONMENT & SAFETY: A COMPLEX SUBJECT RULED BY WELL-CONSTRUCTED NORMS

Kiiian's commitment towards the environment respect has ensured that plenty of norms contained in the diverse legislations were already structural heritage of the products even before these norms would have run into force. Our goal is to spread out the knowledge of a subject as much complex as basic to make an "Aware choice". We believe that an aware and informed consumer builds up a winning business generating vital benefits for the society: from the responsible use of the primary resources like water and energy to the reduction of harmful emissions and the making of much less polluting waste.

Our exhibiting space will be dedicated to the know-how and use of this modular system, which allows to respect: **REACH** – European directive concerning the use of chemical substances with the purpose to banish those considered to be harmful – **RoHS** European norm prescribing the elimination of certain harmful substances in the manufacturing of electric and electronic equipments, this norm is also valid for the inks used for these equipments – **Oeko-Tex® Standard 100** – the system of control and uniform certification for the whole textile world ranging from raw materials to semi-finished goods and to finished products in all the working phases – **UNI EN 71** whose application is required by a specific UE directive for the toys and which grants their safety for the children up to 14 years old.

Thanks to the choices done yesterday, today we can boast of a unique and consolidated experience in offering low environmental impact systems. Choices done today will be the pillars of the future, of people believing that the respect for the environment is part of their responsibility and a duty towards the community.

[Are you interested in learning more about the eco-sustainable modular system?](#)

Come and see us at Booth 340 - Hall B1, we will be pleased to talk about norms, changes and concrete solutions to give life to the change.