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# IIT Roorkee licenses water-based printing ink technology to packaging industry

Water-based printing ink for rotogravure flexible packaging printing operations

By **Manbeena Chawla** | January 13, 2023



iit

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### Water-based printing ink for rotogravure flexible packaging printing operations

Researchers of Indian Institute of Technology (IIT) Roorkee and Afflatus Gravure at Noida have developed an environment friendly technology for flexible printing. The institute has transferred the two technologies to a reputed packaging company under a licensed agreement signed in

presence of Prof K K Pant, Director, IIT Roorkee and other officials.

The technology is useful in the area of flexible packaging and also serving as a sustainable solution. The technology for which a patent has been filed has been developed under a project funded by ‘Uchchatar Avishkar Yojana’ programme of Ministry of Education, Ministry of Environment, Forest and Climate Change, Government of India. The objective of the project was to develop a highly sustainable, environment friendly and cost-effective printing solution.

The team of researchers at IIT Roorkee have developed the water-based solution to meet the challenge of reducing carbon footprint and volatile organic compounds (VOCs) to promote green solutions which will be the benchmark for green manufacturing systems in printing applications leading towards an environment friendly solution and will be a step towards the development of a sustainable society.

Prof. Kamal K. Pant, Director, IIT Roorkee, highlighted," Technologies that lead towards the development of a sustainable society remains most demanding in present scenario. The development of water-based ink by IIT Roorkee in collaboration with Afflatus contributes significantly towards the research in the areas of flexi packaging, printing operations”

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