

PRESS RELEASE

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Toyo to Introduce Soy Ink Fit to Print All the News

SoyaNews a new alternative to petroleum oil-based newsprint inks

ADDISON, Ill. — The mainstays of the traditional printing operation — ink and paper — are subject to increasingly stringent environmental controls. This is true across the entire spectrum of the printing industry.

At Graph Expo 2007, Toyo Ink America will introduce a new alternative to petroleum oil-based newsprint inks. SoyaNews is a soybean oil-based ink formulated for high-speed printability on a wide range of paper used in the printing of newspapers. SoyaNews provides brighter colors, better color control and less rub-off than petroleum-based newsprint inks.

“We expect SoyaNews to become very popular with publications that do not view themselves as a commodity business,” said John Copeland, president of Toyo Ink America.

SoyaNews inks are high in soybean oil content and low in volatile organic compounds (VOCs). Since newsprint is highly absorbent, the oil in the ink is taken into the paper, leaving the pigment on the surface. SoyaNews' pigment strength is ideal for quality-conscious printers, especially publishers of community weeklies and alternative media that want the blackest blacks and the clean, creative look to art and pictures that brings local news stories to life.

SoyaNews runs fast and requires no energy for drying. Furthermore, the ink's smooth flow affords greater coverage and reduced newsprint spoilage.

In addition, there is less ink buildup on printing plates and less tendency to skin over. SoyaNews inks also permit greater latitude in the ink/water balance, allowing more flexibility in press settings.

SoyaNews is available in 3.5-gallon pails and 55-gallon drums.

For more information about SoyaNews, visit the Toyo Ink America booth (#455) at Graph Expo 2007, September 9-12 at Chicago's McCormick Place.

About Toyo Ink America, LLC

Established in 1976, Toyo Ink America, LLC is a leading provider of high-quality, value-added commercial printing inks and graphic arts supplies to the North American marketplace. The company has set up a unique network of distributors, pressroom specialists and sales/support experts to cover all 50 states. With computer-controlled color matching capabilities coast to coast, Toyo Ink America's commitment to quality and customer service is as vibrant and reliable as the very colors it crafts. The company's headquarters are located in Addison, Ill. For more information, see www.toyoink.com.

Toyo Ink America, LLC is a member of the Toyo Ink Group headed by parent company Toyo Ink Manufacturing Co., Ltd. of Japan, the fourth largest printing inks manufacturer in the world. Established in 1907, the Toyo Ink Group consists of approximately 70 subsidiaries and partners in 17 countries with 6,500 employees worldwide. For more information on Toyo Ink Manufacturing, see www.toyoink.co.jp/en/.

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