



- Digital Inks
- Screen Printing Inks
  - Industrial Inks
  - Narrow Web Inks

**An Ink That's Right For Every Job**

[www.nazdar.com](http://www.nazdar.com)



## Nazdar History

The Nazdar story began in 1922 in the back of a small store in Chicago. The transformation from its humble beginnings to one of the world's leading manufacturers of screen printing, digital, flexo and specialty inks is the story of the emergence of the screen printing and specialty printing industry itself.

Throughout the 1930's, 1940's and 1950's, what was then Naz-Dar focused on developing new inks to meet the increasingly sophisticated demands of screen printers. The growth of the plastics industry was a major factor in the expanded use of screen printing in the 1950's and 1960's. During this period the Company's first extensive R&D programs were established to keep pace with the rapidly increasing demand for higher performance screen printing products.

In the 1960's and 70's, relationships were established with the core of Nazdar's distribution network. Through this network Nazdar now serves the US and international markets with distribution that brings Nazdar's family of imaging products to Canada, Mexico, Central and South America, Asia, and Australia.

In 1982, Naz-Dar acquired KC Coatings. By combining the industry's most popular ink lines, most extensive distribution, and most advanced R&D capabilities under one name, the acquisition ensured that the new Naz-Dar/KC would always be at the forefront of innovative research and product development.

In 1993, the Company acquired the ink and supplies division of Advance Process Supply Company. As a symbol of the successful unification of its acquisitions, the Company simplified its identity and became Nazdar.

Anticipating the acceptance of digital technology in the screen printing market, in 1995 Nazdar established Nazdar Digital, dedicated to serving the needs of the large format digital printing industry.

In 1997, Nazdar acquired the Canadian company, Ink Dezyne, and intensified the already successful development of digital inks for large format printers. This culminated with the highly successful launch of NDI Series digital inks in 2001.

In 2006, Nazdar acquired Lyson, Ltd., a leading manufacturer of inkjet inks for digital printers. Based in Stockport, UK, Lyson, Ltd. has become Nazdar, Ltd. and the inkjet inks are marketed under the Nazdar brand. Nazdar supplies major OEM digital printer manufacturers and end-users through an international network of distributors. The Nazdar product line includes digital inks for all major inkjet print technologies, including piezo, thermal, and CIJ. Nazdar manufactures both solvent and water based inks in pigment and dye formulations for markets such as industrial coding and marking, office printing, wide format graphics, fine art, photography, proofing and grand format billboard printing.

In 2012, Nazdar Acquired Easterday Fluid Technologies, a leading producer of proprietary ink solutions for coding and marking applications in the food and beverage industry. Nazdar is committed to innovation and the production of specialty products offering enhanced performance characteristics to our development partners and their customers.



## Our Mission

Nazdar's mission is superior service for our customers.

Our objective is to go beyond just filling an order: we're here to provide solutions that help our customers improve their products and processes.

Fulfilling that mission requires a commitment to innovation that involves every area of our operations and our corporate behavior. It means we continue to invest in our strengths; our employees, quality, distribution, R&D, and our business partnerships. We believe that these strengths, together with the consistent practice of our Five Operating Principles, will ensure our success in serving our customers.

## Operating Principles

1. We are dedicated to meeting customer requirements.

Our success depends totally on our ability to satisfy our customers. Customers judge our products and services on the basis of their own needs and service requirements. Their assessments, not ours, are the only measure of our success.

2. We will pursue quality in all that we do.

Nazdar has built its reputation on quality and we will continue to meet and improve on the standards we have set. We will ensure that all employees have the opportunity to use the concepts, tools and methods of continuous improvement.

3. We respect and value all employee, supplier and business partner relationships.

We will invest in the development and education of our employees, who will share in the success of our business.

4. We accept responsibility as a corporate citizen.

We acknowledge our obligation as a business institution to help improve the quality of the society and community of which we are a part. In the conduct of all our business activities, we take positive actions to ensure equal opportunity to all.

Our goal is to stand in the forefront of companies working to make our world a better place.

5. We will conduct all business affairs ethically, with integrity, and in support of our mission and operating principles, and with free market values.

For over 80 years, Nazdar has been guided by these principles, which have made us the leading company in the screen printing industry.



## About Us

The Nazdar® company manufactures the most comprehensive selection of UV, water-base and solvent-based screen printing inks, narrow web inks, and wide-format digital inks obtainable from a single source. Nazdar® inks are primarily used by printers in the Point of Purchase (POP), Banner, Container, Industrial, Metal, Nameplate / Membrane Switch, Roll Label, Sign, and Textile decorating markets. Nazdar® digital printing inks can be used in a wide selection of digital inkjet printing presses like VUTEK™, NUR™, Scitex™, Mutoh™, Océ™, Mimaki™, Gandi™, Hewlett-Packard, Epson®, Roland™, Agfa™, Teckwin™ and other notable wide-format digital printers. Whether printing indoor or outdoor applications on paper, plastics, textiles, metal, glass, or containers and packaging, there's a Nazdar® ink that's right for every job.

Nazdar accepts responsibility as a corporate citizen and acknowledges our obligation to help improve the quality of the environment, society, and community of which we are a part. We are committed to formulate all our products with environmental advantages in mind, including more energy efficient UV curing inks that are V-Pyrol® free (lower VOCs and easy reclamation) and heavy metal free solvent based inks. Nazdar also provides extensive regulatory compliance training to industry associations and printers. Nazdar® Shawnee's QMS have received ISO 9001 certification.



Since 1922, Nazdar® has partnered with printers by providing quality products and service with the assurance that comes with the strongest warranty in the industry.

We understand that our success depends on continually satisfying your product and service needs. This commitment reassures Nazdar ink users as they enjoy the excellent performance and cost savings of our inks.

## Our Products

### Nazdar Screen Inks

With over 80 different lines, Nazdar offers the most comprehensive selection of UV, water-based and conventional screen printing inks obtainable from a single source.

Nazdar is dedicated to offering screen printing inks that help our customers achieve higher levels of economy and performance, along with special formulations to meet unique requirements and applications.

Whether printing for indoor or outdoor applications, on paper, plastics, textiles, metal, glass, or containers and packaging, there's a Nazdar ink that's right for every job.

### Nazdar Digital Inkjet Inks

With the increasing competition in today's digital printing market, choosing the right ink – at the right cost – is critical to both the quality of your work and your profit. Nazdar offers you the widest range of digital ink products available on the market today. We guarantee our customers superior performance at the right price. With the Industry's strongest third-party warranty, you'll take comfort knowing that Nazdar stands behind every drop of ink it supplies.

### Nazdar Narrow Web Inks

Nazdar has a wide range of Narrow Web Inks that offer both superior performance and the best product support in the industry. Our portfolio of inks include: UV Rotary Screen Inks, UV Flexo Inks, Water Base Flexo Inks, UV Flexo Overprint Varnishes, and UV Offset Inks.





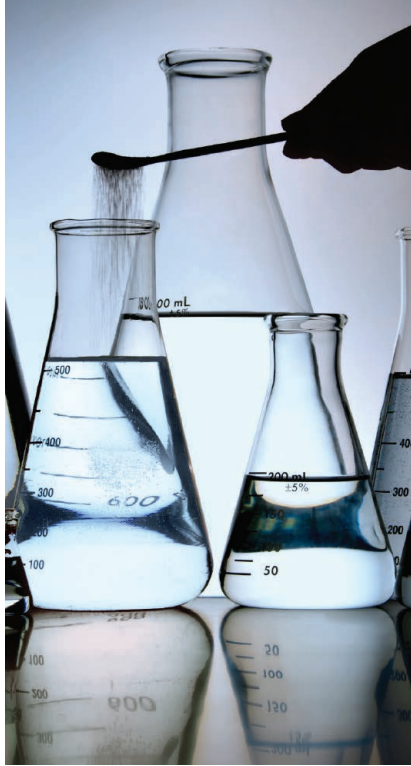
## **Manufacturing**

We Deliver Results

At Nazdar's 120,000 square foot ISO 9001 registered manufacturing plant in Shawnee, Kansas, and in our manufacturing facility in Stockport, UK, we develop and produce Nazdar's award-winning screen printing and digital inks. All are manufactured to the highest quality standards and designed to help our customers increase productivity and performance.

In the year 2000, Nazdar received official notification that its Quality Management System had been registered as exceeding the International Standard ISO 9001. This was, and is, an unmistakable signal to our customers that Nazdar has achieved a standard of quality recognized and respected throughout the world.

The ISO 9001:2008 Standard covers every aspect of our business, from the way we operate and manufacture to customer service standards and product delivery.



## Research & Development

Innovative ideas, put to the test

Since 1922, Nazdar has provided printing professionals with products and services to meet the demands of a continually changing graphics world. Our history has been one of continual innovation, developing new chemistries for new substrates, the first UV curable screen inks in the marketplace, and the most comprehensive line of screen printing inks for graphic, commercial and industrial applications.

As technology rapidly changes the way we communicate in print, the graphics imaging industry becomes increasingly more competitive. To stay competitive, our customers demand more from us than higher performance ink and chemical products - they want us to be an innovative partner in their production process.

Because of this active customer involvement, product development begins long before we go into the lab. It begins with the customer.

Our customers bring us the ink and printing challenges they face everyday in their businesses. New applications, unusual environmental and usage conditions, difficult adhesion problems... Nazdar always is ready to meet the challenge. Many of our standard screen printing ink products began as R&D challenges for a specific customer who had a specific need.

Today, our R&D professionals are working on developing innovative screen inks, digital inks, and chemical solutions that deliver the performance – and price - our customers need to stay competitive.

## Customer Service

Dedication to service has always been the hallmark of Nazdar. Our Customer Service and Technical Service departments are staffed by experienced professionals, ready to support our customers and distribution network with fast, reliable information on all our products.

## Dedication to Service

Our Customer Service and Technical Service departments are staffed by experienced professionals, ready to support our customers and distribution network with fast, reliable information on all of our products:

- Nazdar offers online technical support at [InkAnswers@nazdar.com](mailto:InkAnswers@nazdar.com)
- Toll-free telephone hot-line service to provide fast access to technical experts
- Toll-free telephone for order entry and inquiry.
- Technical evaluation of all application procedures by trained support personnel.
- Custom ICC color profiling for large format digital printers
- ColorStar® color matching software and online service
- Custom color formulations to meet unique application requirements.
- Precise color matching services that help eliminate waste and inefficiency.



## Regulatory Compliance

Nazdar is committed to the health and safety of our employees, distributors and customers around the world. Nazdar's Regulatory Compliance Department offers assistance on a wide range of government regulatory issues, including environmental and safety regulations, Hazmat transportation, permitting and waste disposal issues, US & European toy specifications, and packaging legislation (CONEG).

Material Safety Data Sheets (MSDS) are available online at [www.Nazdar.com](http://www.Nazdar.com).

## Focus On

- Developing increased presence as a manufacturer and supplier to the digital imaging and narrow web marketplace.
- Increase market share in the screen printing and graphic communications industry.
- Alignment with the leading manufacturers in the industry with a focus on developing relationships with companies that share our long-term goals to service the industry.
- Increasing growth in the international market



## Advantage of Quality Control

- All manufactured products are thoroughly tested and quality inspected prior to packaging.
- Nazdar incorporates state-of-the-art R&D, manufacturing and weather testing.
- This gives you an added assurance that when you purchase Nazdar manufactured products you are getting a product that is tested and formulated to be proven reliable.

# Why you should choose Nazdar

## *for your Digital, Screen or Flexo Printing Inks*

**When large volume screen, digital and narrow web printers convert to Nazdar products, they do so after careful consideration. Here are some of the factors that motivated the decision to choose Nazdar:**

### ▶ **Partnership Mentality**

Nazdar business decisions are based on what is best for the customer and Nazdar. Reciprocity, searching for the win/win, leads to a long-term relationship where both parties benefit.

### ▶ **Focus**

Nazdar is focused on producing new products and services that help the screen and digital printing customer. Some competitors have lost focus on the Screen Printing market and are focusing exclusively on digital equipment, inks and other specialty products.

### ▶ **Innovation**

Nazdar has set itself apart from its competitors by developing products, software and consulting services that make customers more profitable and versatile.

### **Inks & Coatings:**

Nazdar provides superior UV screen and digital printing inks that reflect the forward thinking of the company. Examples of this mindset are Nazdar 760 UV Digital inkjet inks and the 4000 Series screen inks which are highly formable and bendable for sign and industrial applications.

Nazdar PowerPrint Renew 1400 is Nazdar's first UV screen ink developed to contain raw materials made from renewable resources rather than from fossil fuels.

### **Software and Processes:**

CATZper: DPI 2009 Product of the Year, The CATZper Visual Test Grid allows digital printer operator to quickly output a grid of hundreds of measured variation and match it visually and numerically after the first output saving your company time and consumables.

NIO: a system of processes and software that improve color accuracy, device-to-device consistency, and reduces ink consumption. NIO also increases press up-time.

DataCapture: A high powered, blazing fast print analysis software system that will allow you to confirm compliance with print specifications, track jobs, analyze trends and show you exactly where dollars are being wasted on color control problems.

## Consulting and Services:

G7: Nazdar Consulting Services is the leader for getting screen and inkjet printing companies G7 Certified.

Chromatix: Chromatix Consultants are professional consultants who provide answers for all areas of your business, Lean Manufacturing, color calibrations, sales, color management, environmental compliance, information technology and software applications.

## Capabilities, Connections, & Influence

Nazdar has the most comprehensive range of products, services, and distribution.

Nazdar Manufactures:	UV Curing Flexo Inks	Water-based Textile Screen Inks
UV Curing Screen Inks	UV Curing Offset Inks	UV Digital Inkjet Inks
UV LED Curing Screen Inks	Solvent Screen Inks	UV LED Digital Inkjet Inks
Screen Chemicals	Screen Emulsions	UV Curing Rotary Screen Inks
Solvent Digital Inkjet Inks	Water-based Digital Inkjet Inks	UV Curing Flexo Overprint Varnishes
	Water Base Flexo Inks	

Access to more industry suppliers:

AUTOTYPE	CCI	Chromaline	Epson	KIWO
Luscher	MACtac	M&R	Sefar	Stretch Devices
Pleiger	Royal Sovereign	Roland	Teckwin	VUTEk
Ulano	Ulon	Ultra-Flex	Wasatch	Wilflex
X-RITE				

and most other major industry manufacturers...

Extensive distribution chain

- 35+ company owned or independent North American Distribution locations
- Manufacturing in the UK, licensed manufacturing in South Africa, and a worldwide distribution network

## Security & Integrity

With nearly 100 years in the inks and coating industry, Nazdar is the most trusted name in the business. Nazdar backs their products and services with a satisfaction guarantee. Nazdar accepts responsibility as a corporate citizen and acknowledges our obligation to help improve the quality of the environment, society, and community of which we are a part.

## Nazdar Facilities:

- Shawnee, KS/Corporate Headquarters  
ISO 9001:2008 Registered Manufacturing Facility
- Heaton Mersey, Stockport, United Kingdom  
Manufacturing Facility
- Nazdar Singapore Facility
- Nazdar Shanghai, China Facility



## Nazdar North America Distribution

### *Nazdar North America Distribution*



Thirty Five North American company owned and independent distribution points make Nazdar inks readily available.

## Nazdar International Distribution:



### Central America

Costa Rica  
Guatemala  
Honduras  
Panama  
Puerto Rico

### Europe

Austria, Belgium, Bolivia, Bosnia, Croatia, Czech Rep. Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Lithuania, New Zealand, Poland, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom, Ukraine

### South America

Argentina  
Brazil  
Chile  
Colombia  
Ecuador  
Paraguay  
Peru  
Uruguay  
Venezuela

### Asia

China  
India  
Indonesia  
Japan  
Korea Malaysia  
Singapore  
Taiwan  
Thailand

### Middle East & Africa

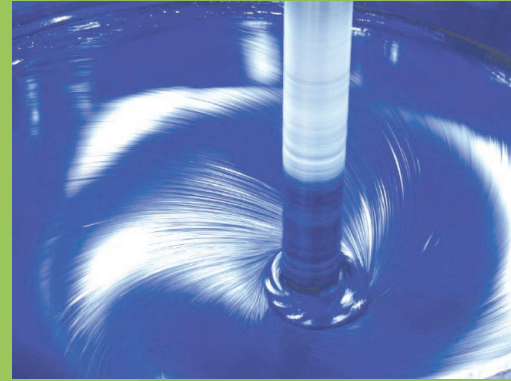
Dubai  
Kuwait  
Saudi Arabia  
South Africa

### North America

Canada  
Mexico  
United States

## Market Segments:

- Digital Inks
- Point of Purchase Inks
- Poster Inks
- Decal Inks
- Metal Decorating Inks
- Nameplate Inks
- Container Inks
- Banner Inks
- Industrial Inks
- Textile Inks
- Screen Processing Chemicals
- Narrow Web Inks



## Nazdar Target Markets - Digital

- Wide Format Aqueous
- Grand and Wide format Solvent & UV
- Textile & Sublimation
- Coding and Marking
- Recycling and Office
- Photographic/Fine art



## Nazdar Target Markets - Screen

- Poster
- Point of Purchase (POP)
- Banner
- Durable Graphics
- Metal Decorating
- Nameplate
- Container
- Industrial
- Textile



## Nazdar Target Markets - Narrow Web

- UV Rotary Screen Inks
- UV Flexo Inks
- Water Base Flexo Inks
- UV Flexo Overprint Varnishes
- UV Offset Inks



## **Differentiators (Product)**

### **Depth & Breadth of Product Range**

#### **UV & UV LED**

- Outdoor Signage/Vehicle Graphics etc
- Coding & Marking (Piezo & CIJ)
- Point of Purchase

#### **Solvents**

- Outdoor Signage/Vehicle Graphics etc
- Coding & Marking (Piezo & CIJ)
- Point of Purchase

#### **Aqueous**

- Professional Photographic & Fine Art
- Indoor Graphics
- Proofing
- Sublimation
- Coding & Marking

#### **Oil**

- Coding & Marking
- Graphics
- Sublimation

## **Digital Technology Strengths**

### **Depth & Breadth of Product Range**

- Over 20 years ink development experience on most digital platforms
- Pioneers in Piezo inkjet for outdoor use (Idanit, Matan)
- First to develop and market a solvent based pigmented ink for wide format Epson headed printers (forerunner to today's 'ECO Solvent')
- Aqueous, Solvent & Oil based dispersion development all in house
- Alpha testing on latest printers where possible
- Experienced technical service engineers offering global customer support
- Produce solvent inks for EFI – Vutek one of the world's largest printer OEMs
- Partnerships with printhead manufacturers



## The Nazdar Green Initiative

Nazdar® accepts responsibility as a corporate citizen and acknowledges our obligation to help improve the quality of the environment, society, and community of which we are a part.

Nazdar® formulates its products with environmental advantages. Examples include, more energy efficient UV curing inks that are V-Pyrol free, lower VOCs, and easier to reclaim, as well as heavy metal free solvent-based inks.

Nazdar® provides extensive regulatory compliance training to the industry and has implemented several eco-friendly internal programs, including cardboard recycling, energy efficient lighting, highway clean-up, and digital business reports (reduced paper consumption).

Our commitment to help our customers implement the best production and environmental practices has led to the creation of our Nazdar® Consulting Services division.





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