

# ULANO is rethinking the spectrum with Orange™

## An orange from Brooklyn, New York!

*By The Screenflex team, on February 5th, 2012*

An orange from Brooklyn, New York? Certainly! It is not the first creative concept to come out of Ulano in recent years - as far as we know they are still the only manufacturer that delivers their emulsion and chemicals in red containers instead of the industry standard containers, boring black or wish-washy white.

Have you ever wondered why, in a creative and colourful industry like textile screen printing run mostly by artists, potheads and an assortment of other interesting characters, the manufacturers can't do any better than black buckets and boring labels? It is as if they are from another planet entirely, a far-off black and white world. But we digress... back to the orange from New York.

**Ulano Orange** is a new emulsion. Ulano describes it as a "ready-to-use, ultra-fast-exposing, SBQ-photopolymer emulsion formulated for imprinted sportswear printing".

### *Here are the features at a glance...*

- Orange, high-contrast "masking" colour that reduces light scattering and halation effects for finer resolution and easier stencil inspection.
- The orange colour makes it particularly effective on white mesh. Enables savings to be made on mesh by buying white mesh instead of more expensive dyed mesh.
- Ultra-fast exposing giving fast stencil throughput for high volume shops. It assures thorough exposure even with weak light sources.
- Durable with good ink resistance and excellent wet strength.
- High solids content at 44 to 46%.
- High viscosity therefore easy to control during coating.
- Resists plastisols and most washup solvents.
- Resists some water-based inks.
- Shelf life is 1 year at room temperature (approx 70 degrees Fahrenheit).

**Note to Ulano:** Why not go out on a limb and put a huge orange (colour and shape) label on the bucket? We dare you!

*Reprinted from the Web site ([www.insidescreenprinting.com](http://www.insidescreenprinting.com)) of Ulano distributor Screenflex Inks Canada Ltd., courtesy of Michael Best, President.*



Ulano Corporation • 110 Third Avenue, Brooklyn, New York, U.S.A. 11217 • Tel.: +718 237 4700 • Fax: +718 802 1119  
Ulano Int'l. Rep. Office • Rütistrasse 17, CH-8952 • Schlieren-Zürich, Switzerland • Tel.: +41 44 755 44 77 • Fax: +41 44 773 16 06  
Singapore Rep. Office • 16 New Ind. Rd. #05-07 • Hudson TechnoCentre, Singapore 536204 • Tel.: +65 6451 7505 • Fax: +65 6252 3414

# ULANO is rethinking the spectrum with Orange™

## What is not to love about this innovative emulsion that costs less?

*By The Screenflex team, on February 14th, 2012*

Let's be frank. Nothing really new, exciting and innovative has come out of the supply side of this industry for quite some time. And with all due respect to the ink manufacturers, we don't mean exciting in a look!-we-are-saving-the-planet-with-our-eco-friendly-inks kind of way. We mean in a wow!-what-a-great-idea-that-works-and-costs-less kind of way.

Just when we thought that emulsion is a commodity and will always just be a commodity, ULANO surprised us with their **ULANO Orange** SBQ emulsion. And no, SBQ does not stand for Super Bloody Quick, though in this case it easily could, because it would be true.

Just in case you have always wondered what SBQ stands for, it is Stilbazolium Quaternary which is a salt added to emulsion to react with the PVA also in the emulsion, in order to pre-sensitize it. That is why SBQ emulsions are one-part emulsions that do not have to be sensitized by mixing a diazo into it, as has to be done with two-part emulsions. Our expert source for this chemistry lesson is Dave Dennings at Ulano's sister company, Kiwo; if you need to know more about the chemistry of emulsion, just call him. He can even pronounce "Stilbazolium."

But back to the innovative people at Ulano. So they came up with the first ever orange emulsion specially for textile applications that has the advantage of working really well on white mesh in particular. That is not the only advantage but we have already listed all the technical advantages of **ULANO ORANGE** in an earlier post on this blog.

This post is to applaud the folks at ULANO for differentiating themselves from their competitors by not offering the market another me-too emulsion but for coming out with something eye-catching and different that works very well and costs less than other SBQ emulsions. What's not to love about a stand-out combination like that?

*Reprinted from the Web site ([www.insidescreenprinting.com](http://www.insidescreenprinting.com)) of Ulano distributor Screenflex Inks Canada Ltd., courtesy of Michael Best, President.*

TESTIMONIAL  
TESTIMONIAL  
TESTIMONIAL  
TESTIMONIAL  
TESTIMONIAL



Ulano Corporation • 110 Third Avenue, Brooklyn, New York, U.S.A. 11217 • Tel.: +718 237 4700 • Fax: +718 802 1119  
Ulano Int'l. Rep. Office • Rütisstrasse 17, CH-8952 • Schlieren-Zürich, Switzerland • Tel.: +41 44 755 44 77 • Fax: +41 44 773 16 06  
Singapore Rep. Office • 16 New Ind. Rd. #05-07 • Hudson TechnoCentre, Singapore 536204 • Tel.: +65 6451 7505 • Fax: +65 6252 3414