

Press release

July, 30th 2014

Hitachi releases multi-talented new yellow ink: Best solution for returnable bottles during the Cold Fill process with different types of can for strong contrast

Leading manufacturer of high performance industrial printing systems, Hitachi Industrial Equipment Systems, released a new general purpose ink solution. The new yellow ink is applicable for various types of cans, containers, material and especially suited for the printing on returnable bottles during the Cold Fill process. It offers high contrast, especially on dark surfaces, and will dry to the touch in approximately 2-3 seconds.

Balancing act between efficiency and sustainability: Ecological evolution forces producers to use returnable bottles in production process

In the context of worldwide ecological rethinking, producers have to find ways for the balancing act between efficiency and sustainability. Especially in the bottling process of liquids, the use of returnable bottles is increasingly high. Due to new requirements for efficient production, flexible solutions are desired.

Hitachi offers an all-in-one solution for more flexibility in the filling process

The new yellow ink was developed especially for printing on returnable bottles during the Cold Fill process. The ink is able to penetrate a thin layer of condensation that occurs when the bottle is filled with beverages. It is designed to be washable with caustic wash during the cleaning process for returnable bottles. Internally called JP-Y109, it guarantees excellent adhesion with most kind of plastics. Various types of cans (steel, aluminium etc.), containers (paper, plastic, etc.), Film (Nylon, PET, etc.) PVC pipe, and materials (plastics, steel nonferrous metals) are supported.

When it comes to the development of sustainable systems under stable conditions, customers can benefit from Hitachi's high quality solutions. Hitachi Inkjet products and services stand for stability, reliability, trust and quality.

For more information on Hitachi JP-Y109 ink and the Hitachi Sales Network please visit www.hitachi-ds.com or www.hitachi-ies.co.jp.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional

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materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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