



**PRISM FLOW**

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### **IDEA OF PRISM FLOW**

The thought to develop a sustainable solution to save soil and environment for the packaging industry was the concept to come out with water-based solutions for printing industry. The idea was well researched and developed over a period of half a decade to make WATER BASED PRINTING INKS FOR **GRAVURE & FLEXO** for various substrates before making it a reality.

### **BACKGROUND**

The company was initiated informally in the year 2020 to carry all research and technical developments with regard to the water-based products to ensure results without hassles in practical environment. For this, the entire process was critically observed and various techniques from all over the globe were applied. The grace period led us to have a fruitful output with customized solutions.

The company has launched officially in the year 2022 under the name PRISM FLOW.

### **OUR TEAM**

Prism Flow constitutes of the most technically and practically advanced CONCEPT HEAD having an experience of over two decades in printing industry along with the TECHNICAL HEAD having an experience of more than a decade in developing new products using the best of the materials available and finding customized solutions. The technical head also has experience of developing water-based solutions for more than **10years** in the ink manufacturing industry.

The combination of the team has and will continue to keep Prism Flow always on the edge of the dynamic market.

### **VISION & MISSION**

The Vision of the company is to ensure life on planet Earth with complete sustainability, perseverance and growth while maintaining its eco-friendly relations.

The Mission of Prism Flow is to grow as a company along with its Team, the stakeholders, the customers and the vendors.

Its main objective is to ensure complete customer satisfaction and a complete solution to the printing industry.

## THE STRATEGY

- Complete customized solutions to clients
- Optimization of use of resources
- Sustainable approach
- Personalized relations within and outside the business environment
- Using the best technology
- Adapting to changing environment
- Professional attitude

## THE COMPANY

PRISM FLOW has launched water-based inks for various substrates like **PAPER,FOIL,BOPP,PET,POLY**etc. It also manufactures various additives and coatings for enhanced properties of printing.

The company has a complete range of colors and solutions and is coming out with new products to meet the growing needs of the industry.

It uses the best of the certified raw materials for production. To meet the everchanging requirements of the customers, the company is flexible and adaptative in its approach during development of its products.

The product is a result of complete dedication of our Top-TierTeam and the Technically Experienced Production Team by ensuring a responsible environment for production.

Our SALES TEAM ensures a complete satisfaction of the client and ensures a responsible completion of the order believing that time and quality are the essence of the industry. For the same, the quality assurance is done at two steps: at the time of production & at the time of dispatch.

## COMMITMENT

Prism Flow as an entity that is committed towards the safety of the environment, responsibility towards humans at large, and sustainable solutions for the Planet.

## **WHY WATER BASED INK & NOT SOLVENT BASED ANYMORE?**

- Where **Solvent** based inks use 65% of organic solvents, **Water** based inks use no solvents and 55% of water.
- **Solvent** based inks emit a large amount of VOCs where as, it is negligible in case of **Water** based inks. It is 100% &<1% respectively.
- The cost of using **Solvent** based inks is one third higher than that of using **Water** based inks.
- The use of **Water** based inks are completely eco-friendly and provide the utmost safety for human health to that compared to the production hazards during the production & usage of **Solvent** based inks.