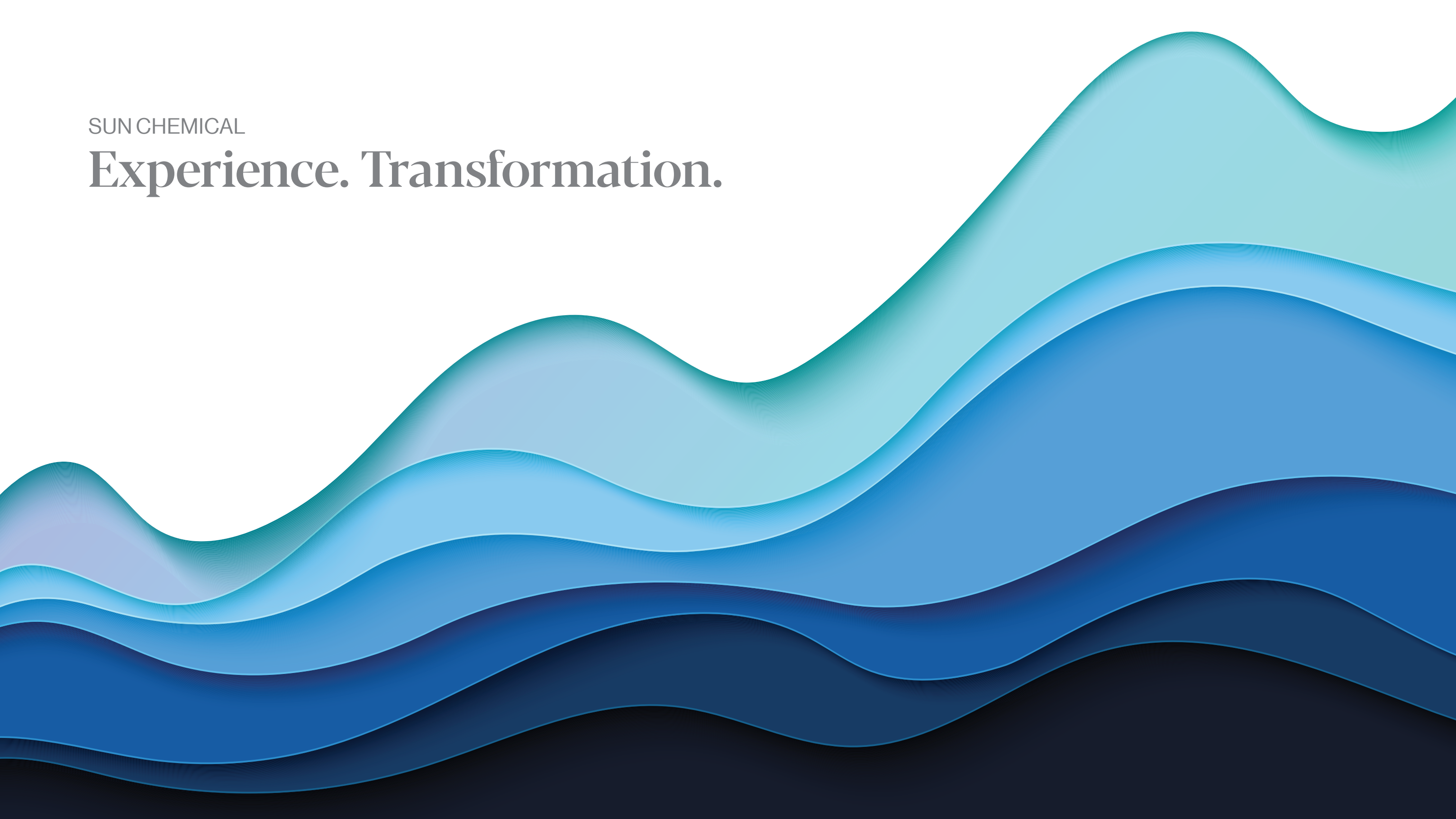


SUN CHEMICAL

**Experience. Transformation.**



## “Experience. Transformation.”

Sun Chemical

For over 200 years, **Sun Chemical** has been a leader in color technology. From its early days of ink on paper, to the newest innovations in pigments, packaging and coatings. Today, with increased demands for corporate responsibility and sustainability, Sun Chemical customers—printers, packagers and brands—need a partner to help with this transformation. With a depth and breath of products and knowledge across a wide range of substrates—from light-weight pouches to folding cartons to cans and cars—Sun Chemical's experience is transforming the industry.

Enter our “Experience. Transformation.” campaign. With colorful and arresting paper sculpture visuals, we tell this story of innovation and expertise by paying homage to their humble beginnings of ink on paper. Sun's sustainable solutions are exactly what thier cusomters need to create brand experiences unlike any other. Transforming products, packages and formulations—all while helping customers make the change from a solutions provider to a creative partner. One who innovates packaging that's economically and ecologically friendly.



Transform your packaging. Experience greater heights.

Turn an ordinary label into an extraordinary package with environmentally friendly solutions.

Take your brand to the next level with a complete range of sustainable solutions for the narrow web, tag and label markets. This innovative approach to printing not only gives your brand a boost, it puts you at the forefront of product development and industry best practices.

Learn how we can help you redesign labels to achieve your sustainability goals at [www.sunchemical.com/labels-transform](http://www.sunchemical.com/labels-transform).

**SunChemical**  
a member of the DIC group  Color & Comfort

It's beautiful, recyclable—and sustainable.

Transform your metal packaging with a refreshingly eco-friendly approach.

Want to help your business grow and flourish while meeting your ever-increasing sustainability goals? Count on our experience and wide range of versatile, flexible, cost-effective and highly resilient inks for two- and three-piece metal deco applications to make your product easy on the eyes and the environment.

Learn how we can help you improve metal can recyclability goals at [sunchemical.com/metalpackaging-transform](http://sunchemical.com/metalpackaging-transform).

**SunChemical**  
a member of the DIC group  Color & Comfort


**SunChemical**  
a member of the DIC group   
Color & Comfort

Transform your style.  
**Accelerate  
your brand.**

Count on our experience in coatings  
to create even more eye-catching colors.

Choose from our eXpand!® range, the eco-friendly way to create the unprecedented color depth, enhanced sparkle, flop and gloss to really drive your brand forward. This innovative range of pigments will transform your brand and put you on the road to success for years to come.

Learn how we can help you boost productivity with our eXpand!® range of pigments at [sunchemical.com/coatings-transform](https://sunchemical.com/coatings-transform).

**SunChemical**  
a member of the DIC group   
Color & Comfort

Let your  
sustainability flow.

Transform your paper packaging with a fresh, eco-friendly approach.

Why are more and more printers choosing mono-material packaging? The three biggest reasons: it's biorenewable, it's recyclable and it's compostable. So, if you're ready to create packaging that's fully customizable and highly sustainable, we're ready to partner with you.

Learn how our biorenewable inks can help you achieve your sustainability goals at [sunchemical.com/paper-transform](https://sunchemical.com/paper-transform).



EXIT

PS20

**SunChemical**  
a member of the DCC group

Transform your style.  
Accelerate your brand.

Turn an ordinary label into an extraordinary package with environmentally friendly solutions.

**SunChemical**  
a member of the DCC group

Transform your packaging.  
Experience even greater heights.

CLICK TO WATCH



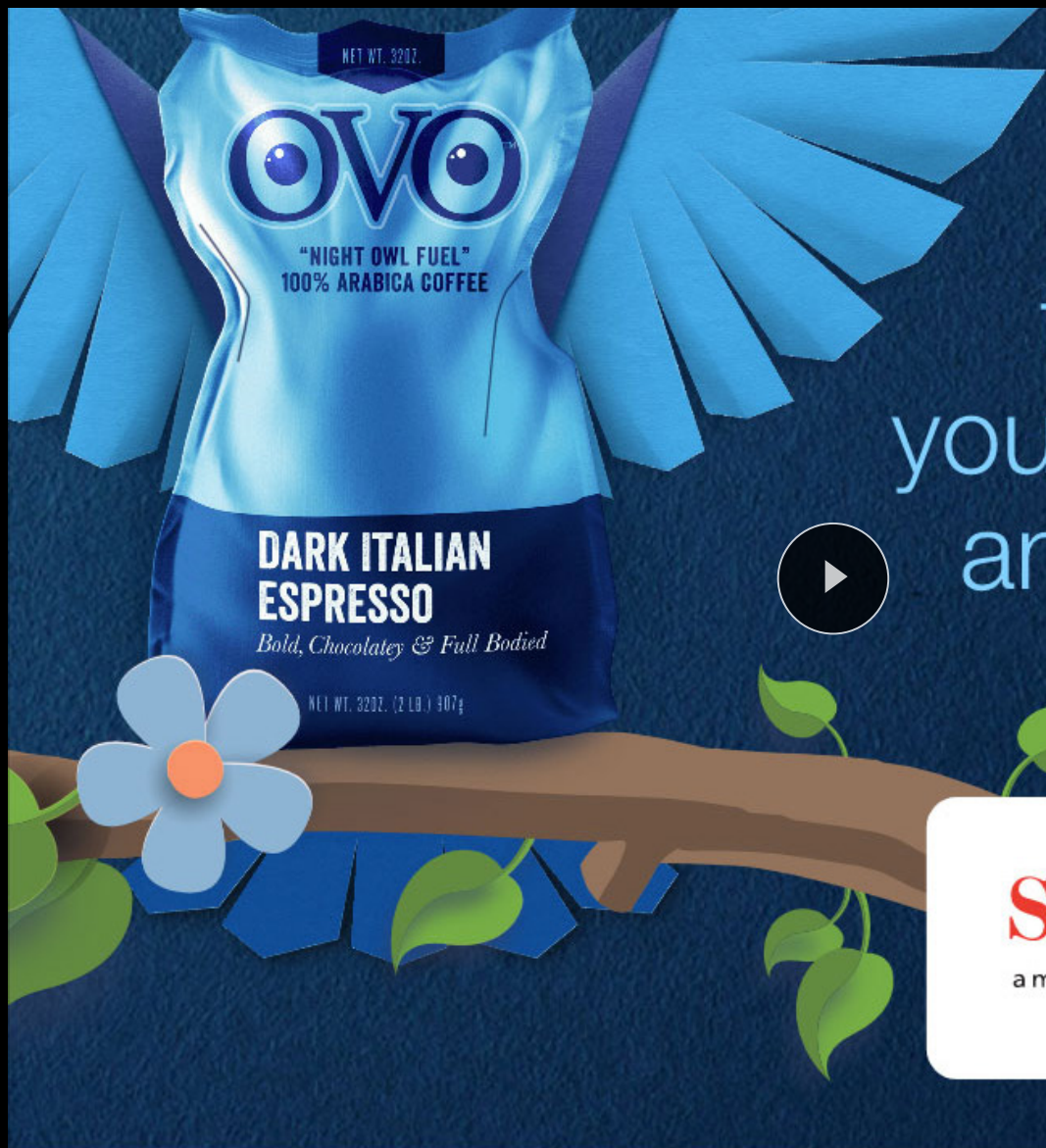
Transform  
your packaging.  
Experience even  
greater heights.

▶ See How

**SunChemical**<sup>®</sup>  
a member of the DIC group   
Color & Comfort 

MacBook

CLICK TO WATCH



A wise way  
to transform  
your packaging  
and business.

▶ See How

**SunChemical**<sup>®</sup>

a member of the DIC group



Color & Comfort



MacBook



A refreshing way to fold more sustainability into your cartons.

▶ See How

CLICK TO WATCH



**SunChemical**<sup>®</sup>

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CLICK TO WATCH



# Let your sustainability flow.

▶ See How

**SunChemical**<sup>®</sup>

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Sun Chemical

Sponsored · 🌐

Turn an ordinary label into an extraordinary package with environmentally friendly solutions.



Experience  
new heights.

Experience. Transformation.

[sunchemical.com](http://sunchemical.com)

[Learn more](#)



Like



Comment



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# Infographic Generator

This generator is designed to make it easy for internal and external partners to create infographics while maintaining the spirit and integrity of the *Experience Transformation* visual platform. With a library of approved vector images and plug & play Photoshop actions, you can easily turn **meaningful data** into paper sculpture content. Just follow these simple steps:

100%

## STEP 1:

Using Photoshop, load the **approved library of vector images**. Select a primary shape that illustrates the product or solution. Simple shapes and framing devices may also be incorporated as a base for data and supporting sustainability imagery.

5X



2K

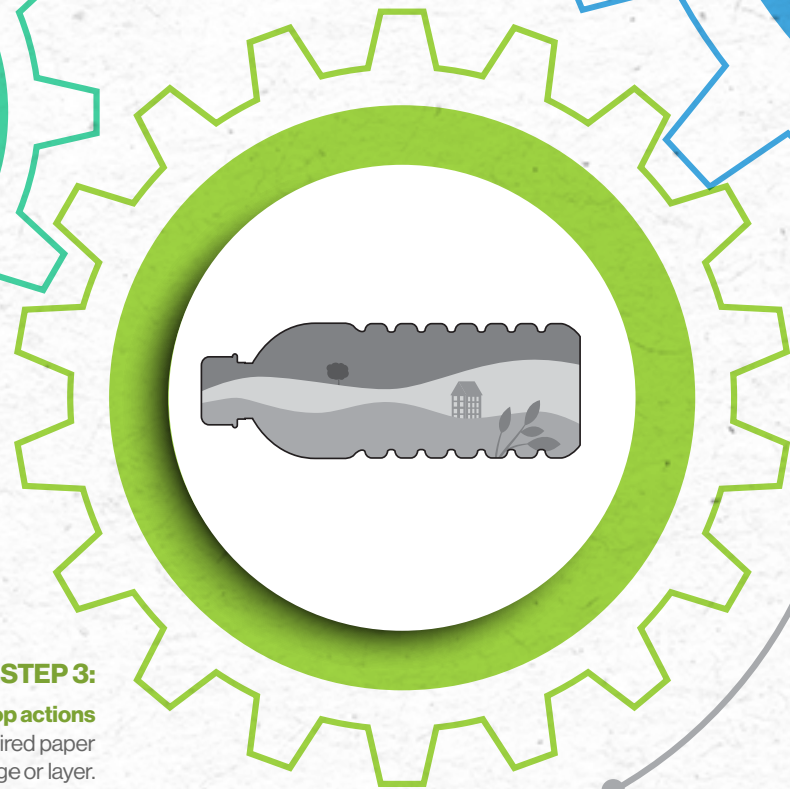
## STEP 2:

Choose and load **supporting imagery** from the approved image library. Add and arrange the data, callouts and supporting artwork on separate layers in and around the base frame shape.

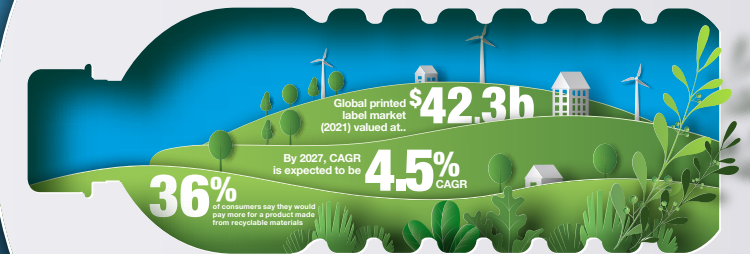


## STEP 3:

Apply the **customized Photoshop actions** provided to automatically apply the desired paper texture and drop shadow to each image or layer.



## Sustainability in labels

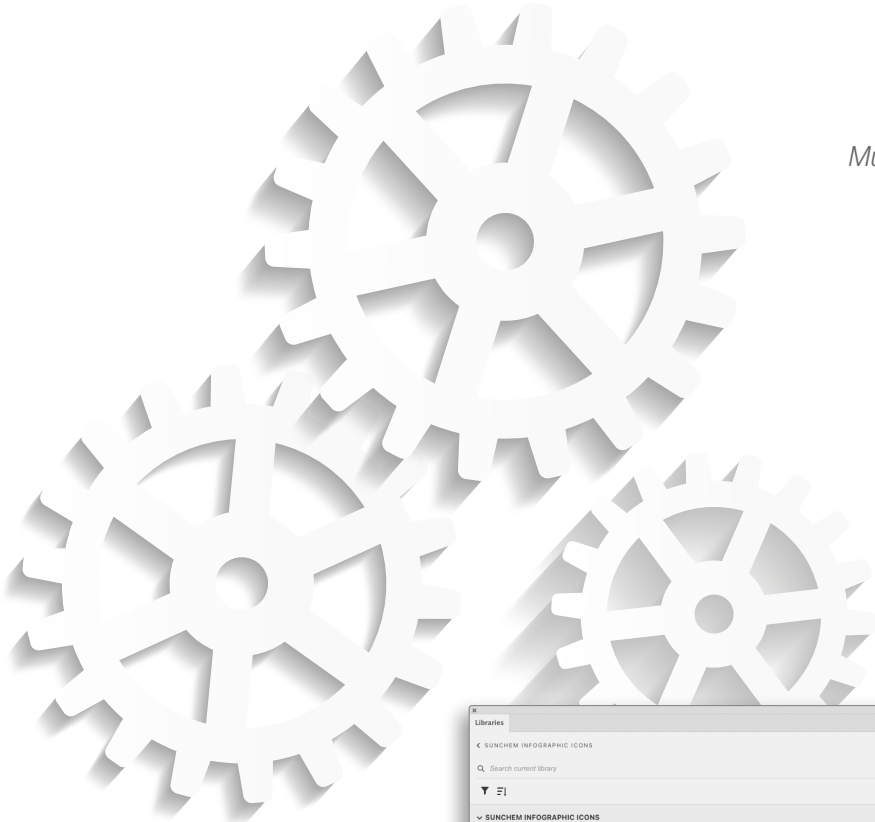


## STEP 4:

**Customize the layers** by applying campaign colors using the color palette provided in the library.

# Infographic Generator

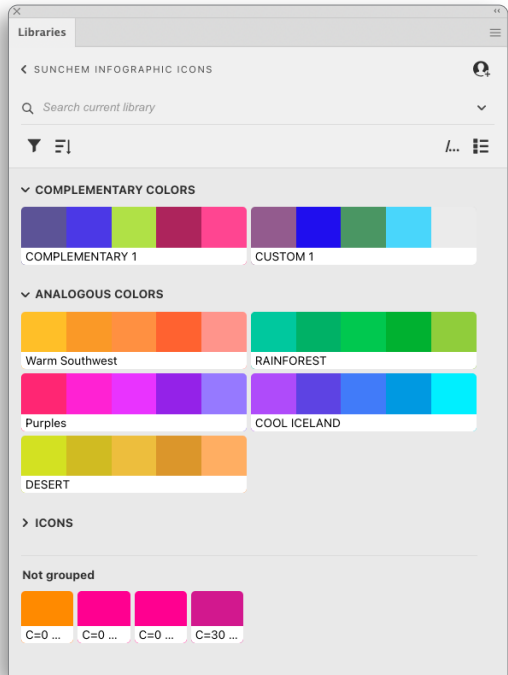
Sun Chemical and Mower have a relationship that spans nearly 20 years. So when they said there wasn't enough budget to support our recommendation to create dozens of infographics, we empathized. Then we operationalized—and devised a solution to address their needs efficiently and effectively. To help them generate the valuable high-impact, data-driven content within budget, we curated (and continue to maintain) a comprehensive library comprising images, textures, and icons. This resource empowered the client to create their own materials or collaborate with smaller vendors while ensuring the integrity of the campaign remained intact.



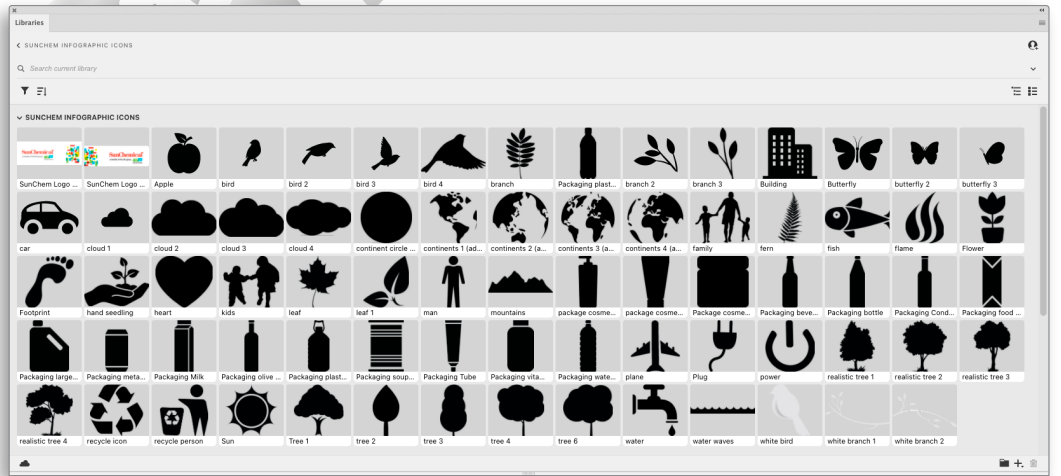
Multiple paper textures



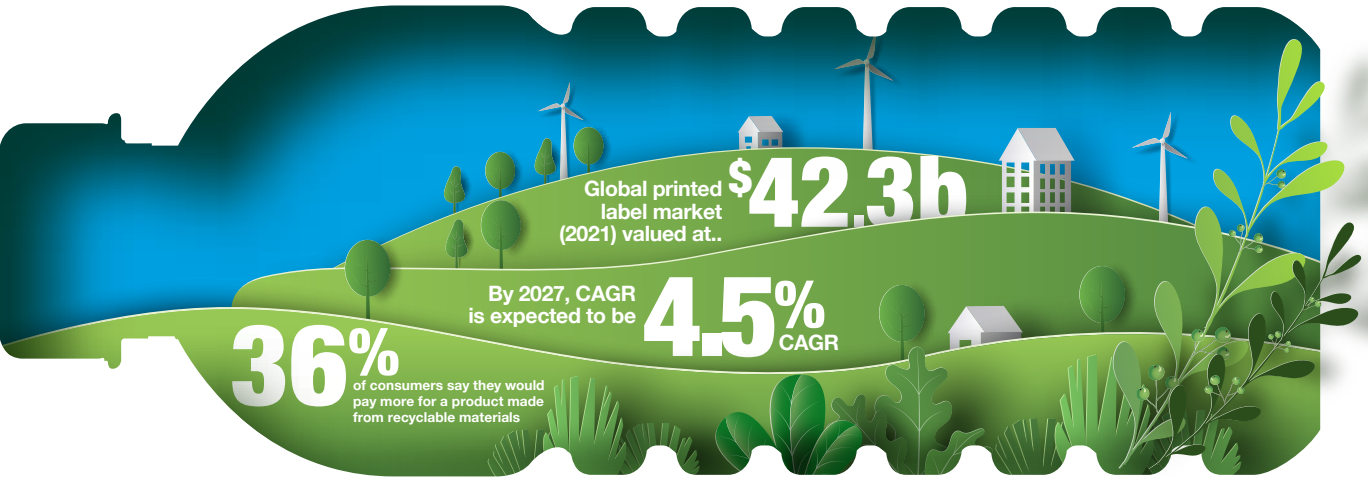
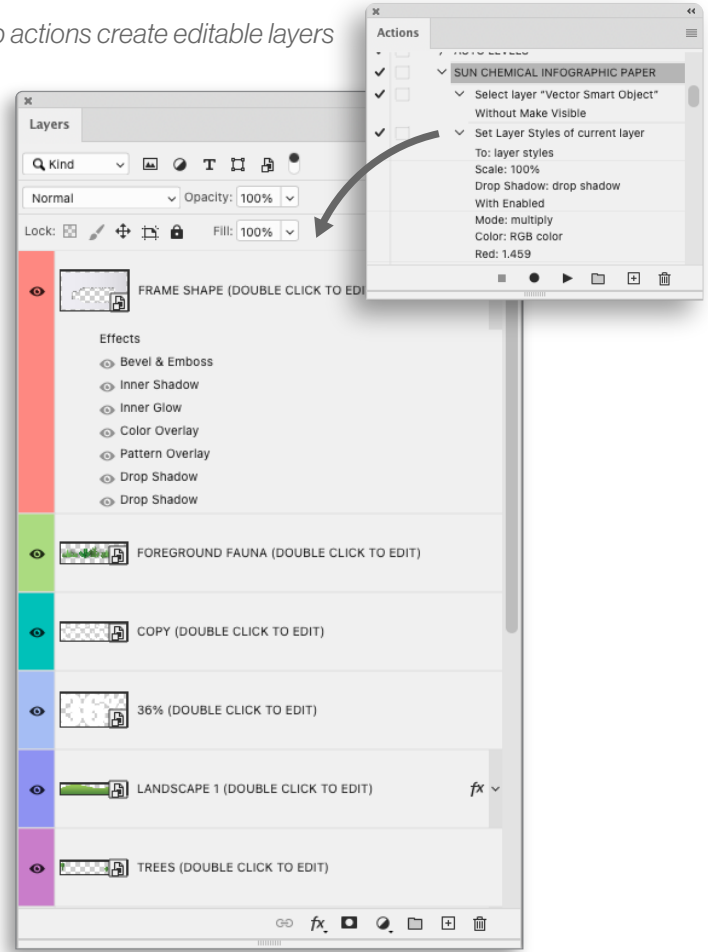
Color Library

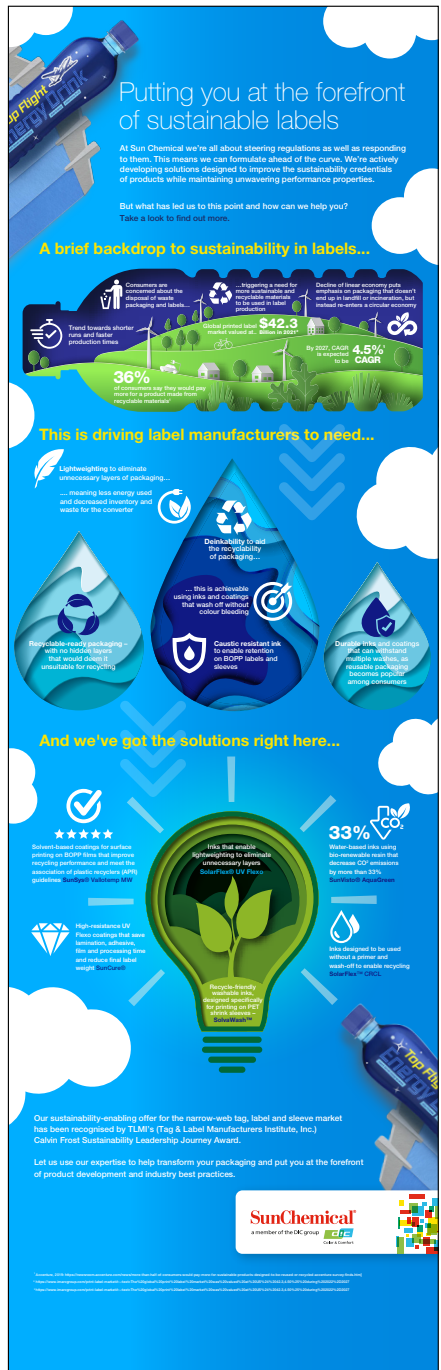
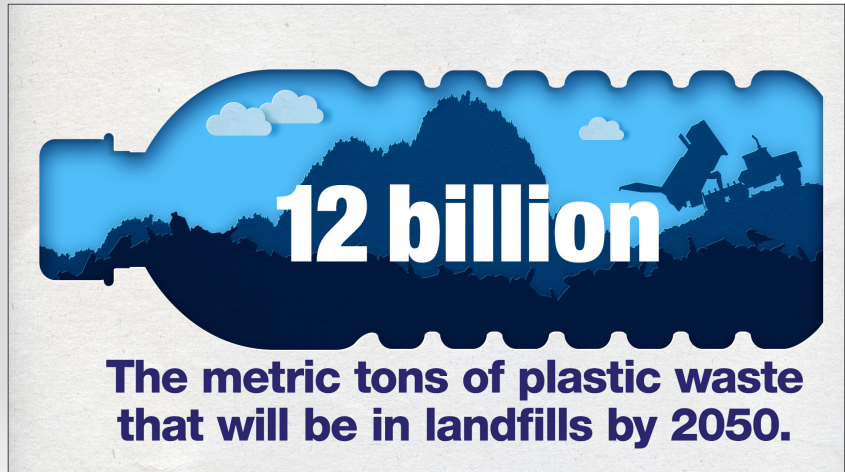


Icon library



Photoshop actions create editable layers





VENDOR-GENERATED INFOGRAPHIC

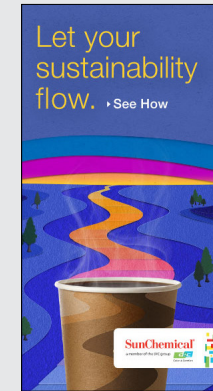
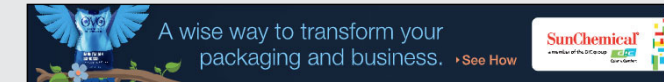
POSTERS



PRINT ADS



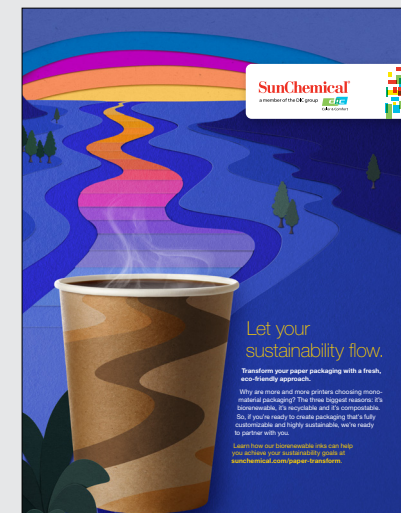
DIGITAL ADS



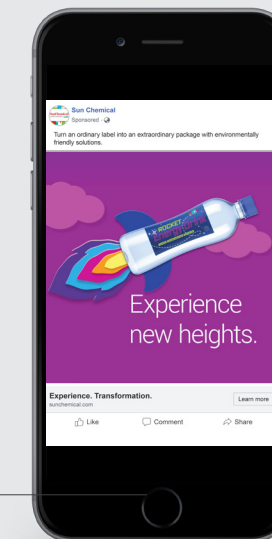
INFOGRAPHIC



PRINT ADS DIRECTLY GENERATED **22,321** WEBSITE SESSIONS



SOCIAL VIDEO



**4,828,202** IMPRESSIONS CREATED BY PAID SEARCH, PAID SOCIAL, EMAIL, AND E-NEWSLETTERS DROVE **29,161** CLICKS AND **800+** DOWNLOADS.