

## Is soy ink an eco myth?

There has been a lot of enthusiasm for soy-based inks as an “eco alternative” to petroleum-based products. However, many of these “soy” inks also contain petroleum products. Most experts now suggest pure vegetable-based inks as the best eco products for offset printing. HP has recently introduced new latex inks for wide format printers that may be a promising alternative to UV and solvent inks (stay tuned). All of EcoVisual’s large format, in-house printing is done with water-based, carbon-pigment inks which are broadly considered to be more ecologically sound than any UV- or solvent-ink counterparts.