



Lubrizol

DIGITAL PRINT

PRINTRITE™ DP 300 SERIES TEXTILE PRETREATMENTS

IMPROVE YOUR DIGITAL PRINT CAPABILITY
OF PIGMENTED AND DYE SUBLIMATION INKS

As the market for digital printing on fabrics continues to grow, textile pretreatments are critical to achieve optimal performance. While digital printing offers the benefits of customization and a more flexible supply chain, the overall experience must rival conventional printing, including color vibrancy, ink durability and fabric hand.

Selecting the Right Pretreatment

Lubrizol Prinrite™ DP 300 Series pretreatments are innovative, water-borne formulations that enhance the performance of both digital pigment and dye sublimation inks. They are specially engineered to enable vivid colors, sharp definition and excellent wash durability, all while maintaining fabric integrity. Proper pretreatment selection should lower the total cost to print by improving ink efficiency.

Blacker Blacks and More Vibrant Colors

Black is one of the most important colors in printing, but achieving a high optical density black can be a challenge. Prinrite DP 300 Series pretreatments enable inks to realize their full potential for optical density without compromising print speed, so deeper, darker blacks are well within reach.

Colors are also more vibrant with Prinrite DP 300 Series pretreatments. They expand the color gamut by keeping the ink on the surface, broadening the achievable color range, providing outstanding sharpness. Fine lines and crisp graphics pop off the fabric with eye-catching appeal.

WHAT WE ADD MAKES
THE DIFFERENCE.™

- ADVANCED TECHNOLOGY FOR TEXTILE PRETREATMENT
- IMPROVES PERFORMANCE AND EFFICIENCY OF MOST PIGMENT INKJET AND DYE SUBLIMATION INKS
- AVAILABLE IN READY-TO-USE AND CONCENTRATE VERSIONS

www.lubrizol.com/textilepretreat

FEATURES & BENEFITS

- IMPROVED INK EFFICIENCY
- FASTER PRINT SPEEDS
- HIGHER OPTICAL DENSITY BLACK
- MORE VIBRANT COLORS
- ENHANCED DURABILITY
- MAINTAINS FABRIC INTEGRITY

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Visit us at:

www.lubrizol.com/textilepretreat



Fabric Integrity

A fabric is often chosen for its feel, and an ink pretreatment should enhance that experience. Prinrite™ DP 300 Series pretreatments are designed to maintain fabric hand and to provide the drape and feel that end users expect.

Ink Durability

Another significant challenge of digital printing on textiles is print durability. Prinrite DP 300 Series pretreatments enable patterns and designs to stand up to hot washes and dry cycles with minimal change in color density, due to advanced anchoring of ink to pretreatment and pretreatment to fabric. Prinrite DP 300 Series also consistently improves wet and dry crock ratings.



100% Cotton – Satin
Pretreatment: PrintRite™ DP 300 Series
Ink: Pigment Inkjet



100% Cotton – Satin
Pretreatment: None
Ink: Pigment Inkjet



100% Polyester
Pretreatment: PrintRite™ DP 300 Series
Ink: Direct Dye Sublimation



100% Polyester
Pretreatment: None
Ink: Direct Dye Sublimation

For information about specific Prinrite DP 300 Series products, please refer to individual technical data sheets, visit www.lubrizol.com/textilepretreat or contact your local Lubrizol representative.

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