

Soy Ink In Spotlight At Conference

PHILADELPHIA — It comes in many colors, but SoyInk is basically "green."

That is to say, SoyInk, produced from a renewable resource grown in the United States, is an environmentally responsible alternative to traditional petroleum-based printing inks.

And the use of SoyInk by the printing, graphics, and newspaper industries across the country is steadily increasing. In 1992-1993,

the use of domestically produced soybean oil for SoyInk increased 8 percent, from 41 to 44 million pounds.

That was the message offered to 30 representatives of printing and graphics firms at a luncheon and seminar in Philadelphia recently.

The Pennsylvania Soybean Promotion Board, which administers the national soybean checkoff in the Keystone State, joined with the United Soybean Board, the

Iowa Soybean Promotion Board, and the Flint Ink Corp. of Detroit, Mich., to sponsor the event.

On the program for the two-hour meeting at the Omni Hotel at Independence Park was Jay McGinnis, a soybean grower from New Park, Pa., and a member of the Pennsylvania Soybean Board. He brought a farmer's perspective to the agenda, explaining why the promotion and use of SoyInk are important to farm profitability.

Other speakers were Michael Hade and Ed Zimmer, both representatives of Flint Ink, a major

SoyInk manufacturer, and Rick London, founder and managing director of Second Nature Graphics of Clifton, N.J. Second Nature is a printing firm that works exclusively with recycled stocks and vegetable inks. London discussed the environmental benefits and other advantages of printing with SoyInk.

Many newspapers are switching to SoyInk, particularly for color reproduction. Other advantages of the ink are that it prints more paper per pound than conventional inks and allows for quicker press

start-up, speakers said.

The SoyInk seminar was held in conjunction with the AmericaEast Newspaper Operations and Technology Conference in nearby Hershey, Pa. The conference attracted 1,150 newspaper personnel from 26 states and representing more than 275 papers.

Among the commercial exhibitions was a SoyInk promotion booth manned by staff members of the United Soybean Board and supported with checkoff funds by the soybean boards of Pennsylvania, Maryland, and New Jersey.

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