

# WikoffDigital

**FOR IMMEDIATE RELEASE**

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## **Wikoff Digital Primers Shaking up the Market**

Wikoff Digital is pleased to introduce a set of six market proven inkjet primers. This list includes three UV primers appropriate for UV inkjet applications—standard adhesion and high adhesion for non-absorbent substrates, plus a paper specific primer; two aqueous primers formulated for use with UV inkjet applications on both paper and film respectively; and one aqueous primer appropriate for water-based inkjet.

Primers are the perfect solution for printers looking to promote better image quality, while increasing inkjet receptiveness. Wikoff Digital primers can bring added benefits such as sealing absorbent substrates and smoothing otherwise rough or uneven substrates.

“Wikoff Digital primers are a great solution when looking to optimize print quality and improve ink adhesion on media that are not on the ‘Domino Approved Media List.’ The ink flow and adhesion of the Domino ink improve exponentially with the application of the Wikoff Digital primer. Overall we have been very impressed with the performance of the Wikoff Digital primer,” commented Dale Rawhoof, Product Manager of Digital Printing North America for Domino.

For more information about how Wikoff Digital primers can help your business, reach out to your local contact or visit our website.

*Wikoff Marketing Group*

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