

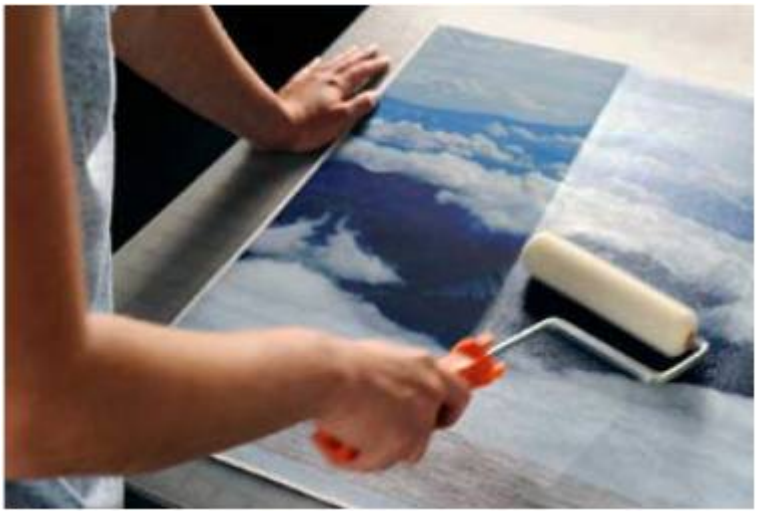
Protecting Your Inkjet Prints from Water, UV and Abrasion

Description

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Protecting Your Inkjet Prints from Water, UV, and Abrasion with Landor ColourShield

One of the biggest challenges with inkjet printingâ??especially on lower-cost desktop printersâ??is the vulnerability of prints to water, UV light, and general wear over time. Most standard inkjet inks are not fully resistant to moisture or sunlight exposure, meaning your prints can fade, stain, or even dissolve when exposed to humidity or handling.



This problem is particularly noticeable when using **dye-based inks**, which are inherently more soluble and less durable than pigments. Even printers advertised as using â??pigment inksâ?• often contain a **mixture of pigment and dye**, especially in the black channels. Manufacturers such as HP, Epson, and Canon often blend the two to achieve deeper, more vibrant blacksâ??since pure pigments, being solid particles, tend to reduce colour brilliance due to their opacity.



At Landor, through extensive testing, weâ??ve found that even so-called pigment printers often rely heavily on dyes to enhance their â??pigmentâ?• colours. This means that prints from these systemsâ??especially when unprotectedâ??remain highly susceptible to water damage, surface abrasion and UV fading. Always check your inks and establish if they are 100% water resistant or not! You dont want to see your art and graphics ruined by water, rain or chemicals!

The Dual Vulnerability: Ink and Paper

Beyond ink formulation, the paper itself also plays a major role. Most photo or fine art papers are absorbent and can easily **cockle or warp** when exposed to water or humidity. This physical distortion ruins print presentation and longevity.

However, modern **polyester and polypropylene films** offer a remarkable alternative. These media not only achieve print quality equal to, or better than, gloss-coated papers, but also provide **total water resistance and tear resistance**. In fact, a high-grade white polyester film can deliver exceptional depth and clarity without the fragility of traditional papers.

The Landor Liquid-Lamination Advantage

Thatâ??s where our **Landor range of protective coatings** come in.

ColourShield Water based coatings are easy to apply by hand and **Colourjet solvent-based** formulations, come in an aerosol easy to apply **spray** method.

Both offer a versatile, & professional-grade solution to protect your inkjet printsâ??on paper, cloth, fabric, film, PVC, or board.

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Our clear acrylic coatings deliver:

- **Water and moisture protection** â?? sealing the surface against humidity and spills
- **Colour enhancement** â?? available in Gloss, Satin, or Matt finishes to elevate your printâ??s visual impact
- **UV Fade protection** â?? shielding inks from sunlight-induced fading
- **Abrasion and dirt resistance** â?? safeguarding against scratches, dust, and everyday handling


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While acrylic coatings naturally have a noticeable odour during application (best applied in a well-ventilated space), their performance is unmatched for print protection and longevity.

Landor ColourShield coatings are **engineered specifically for inkjet prints**, using the highest-grade resins and UV inhibitors for true archival quality.

Where dye inks, paper types, or water sensitive prints exists you need to use our Solvent Colourjet version. However for water resistant and pigmented water based, eco solvent, or latex and UV prints will be protected with our Colourshield Range.

With applications as diverse and aggressive as Bouncy Castles, Child soft play, vehicle graphics, truck curtains, and truck sides, digital wallcoverings, indoor and outdoor flex face signage, and heavy traffic areas â?? (we have anti graffiti and anti microbial options also available) , you can usually at least double the life and the protective resistance of your prints.

Preserve and Enhance Your Prints

Whether youâ??re an artist, photographer, or signmaker, protecting your work ensures that your prints remain as vivid and durable as the day you made them. Environmental exposureâ??whether from light, dust, grease, or pollutionâ??can shorten the life of your prints dramatically. A quick, even coating of Landor ColourShield extends print life significantly, ensuring your images retain their colour depth, contrast, and surface integrity.

With **Landor ColourShield**, youâ??re not just protecting your printsâ??youâ??re **preserving your craft**.

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For More information, Guidance and support contact us today!

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