

## Prime Ps21 is a Mix & Match ink

Mix and Match features were developed by the Bordeaux R&D team for the purpose of making the process of Ink Changeover from original inks to Bordeaux inks, as easy as possible. Our scientists have been able to make this transition so natural, that one can replace one color at a time – without any need to waste a whole set of cartridges when switching over.

With Mix & Match technology, full compatibility with the original product is achieved, so users may enjoy a host of mix & match features:



- OEM Color Matched No Customer Profiles Required
- No need for flushing,
- Interchangeable with original inks at the individual cartridge level
- No money lost when converting - use up all your OEM ink in stock
- Suitable for High Speed Printing and High Resolution Printing
- Excellent Adhesion and Flexibility on all substrates
- Excellent fade resistance
- Low Odor ink

### Colors:

- ⊗ Cyan ⊗ Magenta ⊗ Yellow
- ⊗ Black ⊗ LT-Cyan ⊗ LT-Magenta
- ⊗ Cleaning Fluid

### Configurations:

1L bottle | 440ml Cartridge

## FREQUENTLY ASKED QUESTIONS

**I have tried other third party inks, but was not satisfied with their performance. What has been the market acceptance of Bordeaux's Prime Solvent Ps21 Ink, and of other Bordeaux alternative inks?**

As a result of the success of using our "Mix and Match / Plug and Print" capability in the Mimaki JV3, we have developed a new SS21 type ink for the JV33 using the same strategy. With chemistry similar to the SS21 ink, our Prime Solvent Ps21 Ink is 100% compatible with all Mimaki JV33 and CJV30 models, at all revision levels of the firmware. It continues to perform excellently resulting in customers claiming it is as good or better than the OEM ink!

**I am not familiar with Bordeaux. How can I get more information about this company before I make a decision to try their inks?**

Bordeaux USA is located in Silicon Valley in California, and sells inks developed and manufactured by Bordeaux Digital Printink in Israel. The company has an expert R&D staff and



state-of-the-art Production facility. Bordeaux inks are sold in 6 continents throughout the world. For further information please visit our website at: [www.c-m-y-k.com](http://www.c-m-y-k.com)

**Does using Bordeaux Ink void my Mimaki JV33 or CJV30 Warranty or Service Agreement?**

No. Using Prime Solvent Ps21 Ink does not void your Limited or Extended Mimaki Warranty or Service Agreement. Bordeaux warrants that Prime Solvent Ps21 Ink will not cause damage to the ink delivery system. Should damage occur and be linked to an ink problem, Bordeaux will cover under warranty for duration of the factory warranty.

**My Mimaki Dealer said that they would not service my printer because we were not using genuine Mimaki OEM inks. What do I tell him?**

According to United States law, a manufacturer cannot require someone to purchase the consumables that they sell, and terminate leases, warranties or service agreements if they buy compatible consumables. This was stated in "Magnuson-Moss - Warranty Improvement Act", and has its origins in the Sherman and Clayton Anti-Trust Acts, as well as a Supreme Court decision in IBM vs. United States. Your dealer knows that they cannot force you to use their inks, and employ intimidating behavior to make it difficult for you to use compatible lower priced inks from an alternative source.

**Do I need to carry out any special maintenance procedures?**

We do require that the printer be maintained according to the directions specified in Bordeaux's "Mimaki JV33 Solvent Printer – Daily Maintenance" section later in this brochure. In order to carry out these steps, the end user should purchase a Bordeaux Cleaning Kit.

**How do I guarantee that my Warranty is in place?**

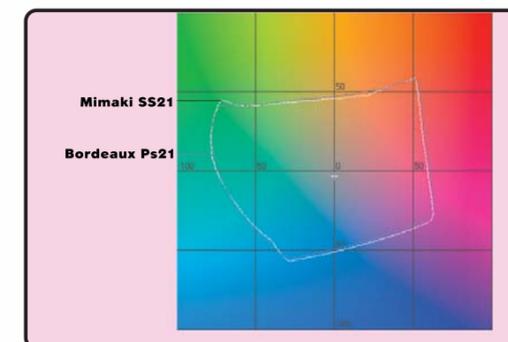
There is a registration process that is designed to protect the end user should any problems arise in the ink delivery system. The end user is asked to submit information to dealer that will establish the condition of the printer. This information is the printer serial number, printhead identification numbers and a nozzle print made using inks prior to the conversion to Bordeaux.

**What if I have a question or believe that I have a warranty claim, or want to speak directly to someone from Bordeaux?**

All questions or claims should be initiated through your local representative. If your Dealer does not have the answer to a question, he/she will refer your question to Bordeaux's Support staff. You should receive a call back within 24 hours.

**What is the gamut of the Bordeaux Inks compared to that of the Mimaki inks?**

The color gamut of the Bordeaux Inks is almost identical to the gamut of the Mimaki.



**What media is Bordeaux Prime Solvent Ps21 INK compatible with?**

Bordeaux Prime Solvent Ps21 Ink is fully compatible with any media that is 100% compatible with JV33 type SS21 Ink. Bordeaux Inks also use the same ICC profiles, with little or no color output variation. The various media include both coated and uncoated media that is used for other solvent and eco-solvent printers.

**Do I need to flush the ink when I switch from OEM Mimaki JV33 type SS21 ink to Bordeaux Prime Solvent Ps21 Ink?**

No flushing is required as a result of Bordeaux's Prime Solvent Ps21 Ink being chemically compatible with Mimaki's OEM ink. However, if you're changing from another third-party ink you will need to flush. Complete instructions are available following the FAQ Section. Titled "Converting to Bordeaux Mix and Match Prime Ps21 Ink", these instructions will guide you through the changeover process.

**My waste tank is full. How do I discard the inks?**

It is recommended that you check to see what your local regulations are for your area. MSDS sheets for the ink are available from Bordeaux. If you are in need of these for local government approval they should be requested from your dealer. If you already have a waste disposal system set up for your Mimaki SS21 ink or other solvent inks, the Prime Solvent Ps21 INK can be discarded along with these.

**Why do Printer and Ink companies give wide ranges when it comes to the expected fade resistance and expected life of an outdoor print?**

Print Life and Fade Resistance are one of the biggest benefits of using Bordeaux Inks. However, there are many factors related to how a print will hold up to fading and weathering. One key factor is lamination, which will protect prints from the elements, including scrubbing and washing in the case of vehicle graphics. Inks will also interact with the media onto which they are printed and variability is seen in fading. The climate and latitude is a very key factor. Arizona and Florida are frequently listed as worst-case situations because of the amount of sunlight (visible and UV light), which occurs in these, or similar regions. Another factor is the direction that a sign faces. Signs facing north will fade less than signs facing south.

*Green*  
The Ink Experts!  
**BORDEAUX**  
DIGITAL PRINTink



# Prime Ps21

Designed to Deliver Optimized Output from your Mimaki JV33™ and CJV30™ Printers



Bordeaux is leading the way with our new PRIME PS21 Ink Series. These inks are fully compatible with Mimaki SS21™ OEM ink and with the wide variety of media that are used in the JV33 and CJV30 printers. From indoor posters to outdoor signs with 4 or 6 colors that give limitless creative choices to the signmaker. PRIME PS21 Series Ink can be Mix and Matched with the OEM ink and is strictly Plug and Print. PRIME PS21 is fast drying with high density and exquisite color and ink density to allow for high speed printing. It's easy to convert from OEM SS21 to Bordeaux PRIME PS21 ink when no profiling or flushing is needed!

## CONVERTING TO BORDEAUX INK (Mimaki JV33™ Solvent Printers)

Please find below the recommended procedure for introducing Bordeaux's ink in order to get the best results.

### From OEM ink to Bordeaux PRIME Ps21 ink (no need to flush):

- Before installation, run a nozzle test print and a standard test print to have as a reference point for comparison purposes.
- Install the 440 ml Bordeaux ink cartridges and run two normal cleaning cycles
- Note: Dampers DO NOT have to be changed
- Run nozzle print.
- Begin running test prints and compare to standard test print. There is no need to re-profile. It is better to start earlier in the day so the ink fills the entire system (best not to start the procedure on a Friday afternoon when it will sit all weekend).

### From 3rd Party ink to Bordeaux PRIME Ps21 ink:

- Before installation, run a nozzle test print and a standard test print to have as a reference point for comparison purposes.
- In order to replace the cartridges, run a head wash, take out the third party ink cartridges. When the last cartridge is removed, the pumps will automatically remove the remaining ink from the lines.
- The display panel will read Cleaning Tools. Put in Bordeaux Flushing Fluid Cartridges. When the last cartridge is in the printer, the pumps will start circulating the Flushing Fluid to remove any 3rd party inks from the lines
- Remove the Flushing Cartridges at this point the pumps will discharge any remaining Flushing Fluid from the lines and run a powerful clean cycle
- Once the printer completes its head clean operation, introduce the Bordeaux ink cartridges (see figure 2)
- Select the "powerful clean" setting.
- Perform several head cleaning cycles to ensure the ink is ready.
- Run nozzle test print.
- Run prints to ensure that every print head is running perfectly. Compare with the print you made before changing the inks. Colors are likely to look different since the "original" print was made with a third party ink that did not match the reflective densities and color gamut of the OEM and the Bordeaux ink.
- If there are dropouts, run clean cycle and repeat it until a satisfactory print is obtained

*Green*  
The Ink Experts!  
**BORDEAUX**  
DIGITAL PRINTink

### CONTACT US:

#### Americas

Bordeaux Inc., 1600 Wyatt Drive, Suite #3  
Santa Clara, CA 95054  
Tel: +1-408-247-2205  
Fax: +1-408-247-2205  
Cell: +1-408-803-3676  
Email: salesusa@c-m-y-k.com

#### Headquarters

Bordeaux Digital Printink Ltd, Hayarkon Street 5,  
Yavne 81227, Israel  
Tel: +972-8- 9420398  
Fax: +972-8-9422201  
Email: info@c-m-y-k.com

[WWW.C-M-Y-K.COM](http://WWW.C-M-Y-K.COM)

### Bordeaux's Product families:



Prime



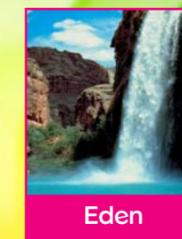
Prime-Green



Prime-Eco



Plasma



Eden



Clear