

## Who will Transform Inkjet Cartridges into the Future?

Zink, which stands for Zero Ink, is a small company with pretty big ideas. They believed right from the start that their mission was to “shake up” the NORM of the inkjet printing world and convert it to an “Ink Cartridge Free” system. The Company started back in 2005, with its own management team. It took on some private investors, acquired the technology and assets to build what is now known as its imaging team. In 2007, they purchased a manufacturing plant from Konica Minolta where it produces the technology. The combination of these assets developed an “imaging” technology that catapults the ink cartridge world onto the next level, which we will call “cartridge less”.

Basically, it's all in the paper, that's the technology.

This new way of thinking, out of the box so to speak, will deliver to the market digital printing without the use of toner or ink cartridges. In addition, to feed the new technology, Zink will be able to bring their own printing products to the market as well.

This small company has aligned with some heavyweights in the industry to achieve their goals. Polaroid has been fingered to develop a digital instant mobile photo printer. Rather than use a ink cartridge to produce color on a piece of photo paper, it uses a patented paper that will release crystals which will produce colors when heat is applied. This can have a huge impact, like the Polaroid camera did some years ago, for digital cameras. Imagine printing a digital quality photo from your digital camera!

The company's mission statement reads as follows: The relentless pursuit of inventions and partnerships to enable millions of customers to enjoy the magic of “Zink” enabled products. This is in and of itself a bold and forward thinking statement that is determined in its quest to reinvent the inkjet world.

## About the Author

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