Press Release

**J. Walter Thompson Bangkok and Head of Department of Chemistry,**

**Faculty of Science and Technology, Thammasat University**

**Invented Revolutionary “Touchable Ink”,**

**The World’s First Ink Innovation for the Blind**

*The test-printing of Touchable Ink is now pioneered for Thailand Association of the Blind*

**BANGKOK (May 10, 2016) — J. Walter Thompson Bangkok and the Department of Chemistry, Faculty of Science and Technology, Thammasat University jointly announced the invention of the world’s first revolutionary printing ink called “Touchable Ink” that will enable the printing industry to support the people with visual impairments. Currently, this newly-invented ink is being test-printed for Thailand Association of the Blind. This development project is bearing fruit with equipment support and R&D consulting from Thai Samsung Electronics Co., Ltd.**

**Ms. Parattajariya Jalayanateja, Managing Director of J. Walter Thompson Bangkok**, said, *“As the world’s leading communications agency, Creative department of J. Walter Thompson has constantly worked with our consumer research unit to study consumer needs and behaviors in numerous areas of interest in order to enrich our communication creativity and offer market insights from various industries to our clients. The* ***Touchable Ink*** *project began from a study of visually-impaired people that led to better awareness of their needs. As a group of people who are part of our society, their needs are not different from people who can see. They want to live happily like people who have normal vision. They are proud to be self-reliant, being able to perform small and big tasks themselves and minimize their dependence on other people.”*

*“****Touchable Ink*** *emerges as an answer to the blind’s needs,”* she pointed out. *“To learn and broaden their scale of the world, people with visual impairments depend largely on braille code. However, braille embossers available in the market are many times more expensive than normal printers, and not every visually impaired person can afford one of them. Our creative unit has therefore invested time in a more detailed study and worked closely with Dr. Nopparat Plucktaveesak, Head of Department of Chemistry, Faculty of Science and Technology, Thammasat University. With equipment support and R&D consulting of Thai Samsung Electronics, we found it possible and eventually invent this ink to provide test-printing service for visually impaired readers.”*

**Mr. Satit Jantawiwat, Chief Creative Officer of J. Walter Thompson Bangkok**, added, *“****Touchable Ink*** *integrates innovation to a normal printing technology by giving it the new attribute to dilate in a certain thermal condition. This results in an embossed effect that makes the printed areas highly perceptible to the sense of touch. This innovative ink can therefore enable braille printing on normal paper through normal printers to substitute a dedicated braille embosser that is far more expensive. It also allows embossed printing of non-braille characters and other shapes and patterns. This will open up a new world to people with visual impairment and revolutionize their knowledge accessibility. Some of them were born blind and have never really known many things that may be common for people with normal vision, such as math symbols, musical notation symbols, and drawings or paintings. Touchable Ink gives them the key to unlock this door and enter a more resourceful world of tactile sensations, either to ease their everyday life or to broaden their accessibility to more fields of learning like music, mathematics and art, for example.”*

J. Walter Thompson Bangkok and Dr. Nopparat Plucktaveesak, Head of Department of Chemistry, Faculty of Science and Technology, Thammasat University have now conducted test-printing of Touchable Ink for Thailand Association of the Blind. This was made possible with equipment support and R&D consulting of Thai Samsung Electronics. Initially, the test-printing will be conducted at the association under expert supervision.

**Dr. Nopparat Plucktaveesak, Head of Department of Chemistry, Faculty of Science and Technology, Thammasat University**, said, *“This Touchable Ink innovation is such a big pride. It is a Thai invention that, with continuing support and development further on, has the potential to benefit visually impaired people worldwide. It would enable the blind people to print from normal printer with price starts less than THB 2,000, instead of braille embosser which costs at least THB 100,000. Our Department of Chemistry and J. Walter Thompson Bangkok are now in process to patent this innovation.”*

**Mr. Torpong Selanon, President of Thailand Association of the Blind**, commented, *“We are gladdened to see that J. Walter Thompson Bangkok, the Department of Chemistry at Thammasat University’s Faculty of Science and Technology, and Thai Samsung Electronics value support for the cause of visually impaired people. We believe that the successful development of Touchable Ink will make everyday life more convenient for people with visual impairment and expand their access to new learning resources. This is an empowering move that will equalize their self-development opportunity with those who have normal vision.”*

***###***

**For more information, please contact Verve Public Relations Consultancy:**
Pinjavee Rienmora (Pin) Tel: 02-204-8231, 089-233-0922 E-mail: pinjavee.rienmora@vervethailand.com

Vanichchanant, Nattianan Tel: 0-2204-8226, 083-019-0210 E-mail: nattianan.vanichchanant@vervethailand.com