What is claimed is:

1. A waterborne composition comprising of a color transfer resistant combination of water based polyurethane, water, and colorant.

2. The composition of claim 1, wherein the polyurethane is about 20 to 70% and the colorant is about 0.1 to 40%.

3. The composition of claim 1, wherein the polyurethane is about 40 to 60% and the colorant is about 0.1 to 20%.

4. The composition of any one of claims 1 to 3, wherein the polyurethane is a polyurethane-urea.

5. The composition of any one of claims 1 to 4, further comprising alcohol in an amount up to about 10%.

6. The composition of any one of claims 1 to 4, further comprising alcohol in an amount up to about 5%.

7. The composition of any one of claims 1 to 4, further comprising alcohol in an amount up to about 2%.

8. The composition of any preceding claim wherein the colorant is a pigment is selected from the group consisting of Pigment Yellow 12, Pigment Yellow 13, Pigment Yellow 14, Pigment Yellow 17, Pigment Yellow 74, Pigment Yellow 83, Pigment Red 2, Pigment Red 22, Pigment Red 23, Pigment Red 48:1, Pigment Red 48:2, Pigment Red 52,

Pigment Red 53, Pigment Red 57:1, Pigment Red 122, Pigment Red 166, Pigment Red 170, Pigment Red 266, Pigment Orange 5, Pigment Orange 16, Pigment Orange 34, Pigment Orange 36, Pigment Blue 15:3, Pigment Blue 15:4, Pigment Violet 3, Pigment Violet 27, Pigment Green 7, iron oxides, Pigment White 6, Pigment White 7, and Pigment Black 7, and combinations thereof.

9. The composition of any one of claims 1 to 7 wherein the colorant is a dye selected from the group consisting of azo dyes, anthraquinone dyes, xanthene dyes, azine dyes and combinations thereof.

10. The composition of any preceding claim having a rub rating of at least 6

11. An ink comprising a waterborne composition of any preceding claim and at least one further ink component.

12. An article comprising a substrate in combination with the waterborne composition of any preceding claim.

13. The article of claim 12 in which the substrate is a non-woven.

14. The article of claim 13 in which said composition is disposed on a surface of the substrate in a pattern.

15. In a method of printing in which an ink is applied to a substrate, the improvement which comprises employing the ink of claim 10 as said ink.

16. The method of claim 15 in which the substrate is a non-woven.

17. A method of making the waterborne composition of claim 1 comprising combining a color transfer resistant combination of waterborne polyurethane, water, and colorant.

18. The method of claim 17 in which the components of the combination are also combined with an ink component and the resulting combination is an ink.

CLAIMS:

1. A waterborne composition comprising a color transfer resistant combination of water based polyurethane between 12.24-18.00 wt. %, water, wax and colorant, wherein the colorant is selected from the group consisting of a pigment, a combination of pigments, a dye or a combination of dyes, and combinations thereof; wherein the composition exhibits a rub rating of at least 6, when applied to a non-woven substrate; and wherein the polyurethane is one or more polyurethane-urea.

2. The composition of claim 1, wherein the colorant is about 0.1 to 40% wt. %.

3. The composition of claim 1, wherein the colorant is about 0.1 to 20% wt. %.

4. The composition of claim 1, further comprising alcohol up to about 10% wt. %.

5. The composition of claim 1, further comprising alcohol up to about 5 wt. %.

6. The composition of claim 1, further comprising alcohol up to about 2 wt. %.

7. An ink comprising a waterborne composition of claim 1 and at least one ink component.

8. An article comprising a substrate in combination with the waterborne composition of claim 1.

9. The article of claim 8 in which the substrate is a non-woven.

10. The article of claim 9 in which said composition is disposed on a surface of the substrate in a pattern.

11. A process of printing comprising applying an ink to a substrate, wherein the ink employs the composition of claim 1.

12. The process of claim 11 in which the substrate is a non-woven.

13. A method of making the waterborne composition of claim 1 comprising combining the components of claim 1; wherein the wax is present in an amount up to 4 wt. %.

14. The method of claim 13, further combining an ink component; and the resulting combination is an ink.

15. The composition of claim 1 wherein the colorant is selected from the group consisting of Pigment Yellow 12, Pigment Yellow 13, Pigment Yellow 14, Pigment Yellow 17, Pigment Yellow 74, Pigment Yellow 83, Pigment Red 2, Pigment Red 22, Pigment Red 23, Pigment Red 48:1, Pigment Red 48:2, Pigment Red 52, Pigment Red 53, Pigment Red 57:1, Pigment Red 122, Pigment Red 166, Pigment Red 170, Pigment Red 266, Pigment Orange 5, Pigment Orange 16, Pigment Orange 34, Pigment Orange 36, Pigment Blue 15:3, Pigment Blue 15:4, Pigment Violet 3, Pigment Violet 27, Pigment Green 7, iron oxides, Pigment White 6, Pigment White 7, Pigment Black 7, azo dye, anthraquinone dye, xanthene dye, azine dye, and combinations thereof.