

PRODUCT INFORMATION SPECIFICATION

Date : 28th April 2015

Rev. 1

METAL MIRRORING EFFECT

METAL MIRRORING EFFECT is a solvent based product, prepared with a vacuum-metalized aluminium pigment (VMPs) combined with an appropriate formulation.

It confers an extraordinarily brilliant mirroring effect and it can be used as printing ink ready to use (as alternative to metallization) or as a coating product (opportunistically reduced with organic solvents). It enhances the chrome mirroring effect along with very good brightness and reflective power, which cannot be achieved using conventional aluminum pigments.

For the paints and coatings sector, in order to obtain high brilliance features, it is recommended to apply the product on smooth substrates. Applied on glass, the mirror effect is obtained on the reverse side with respect to the application of the layer.

The product can be applied by spray after reducing 1:3 or 1:4 with an organic solvent (e.g. butyl acetate), using a spray gun with mm 1,4-1,6 nozzle at 4 atm/bar.

Before applying it, be sure that the surface is well cleaned. Apply in a uniform manner, spray repeatedly, avoiding film mottle and thickness. After drying and as subsequent treatment, the METAL MIRRORING EFFECT can be over coated with SB or WB products clear or pigmented.

In the printing ink sector the METAL MIRRORING EFFECT can be used as conventional ink as alternative to metallization. The high brilliance is obtained on flexible and polymeric films such as polyester, PE, PET, PVC and PP (best mirroring effect on reverse film side) and on special luxury carton board.

For printing inks market the METAL MIRRORING EFFECT is available in two different forms, due to their different application: flexographic or roto-gravure.

The products are supplied ready to use; it is possible to dilute them according to the working conditions, using ethanol or mix ethanol/ethyl acetate for flexographic or using only ethyl acetate for roto-gravure application.

If necessary metoxypropanol can be used as retardant, according to the working and environment conditions.

Very good results are obtained applying from 0,8 to 1,2 g/m² (dry film). For flexographic application we suggest to use anilox full-line cylinders; for roto-gravure application we suggest to use cylinders with 65/70 lines per cm².

The lamellar and non-leafing structure of METAL MIRRORING EFFECT allows the creation of extremely brilliant colors with a further application of an ink layer based on dyes or transparent pigments.

On flexible and polymeric films, the further application must be made on the reverse side with respect to the application of the METAL MIRRORING EFFECT.

ANALYSIS	METHOD	MEASUREMENT UNIT	LIMITS
Physical appearance	NOVA 007	VISUAL	LIQUID
Viscosity at 20°	NOVA 009	Ford Cup N° 4	18-25'' ± 2'' (according with the product)
Specific Weight	NOVA 004	g/cm ³	0,90-0,95 ± 0,05 (according with the product)

Storage: Keep in a cool, dry place in closed and original drums, with between +5 / +40°C

Shelf life: The product well stored has at least 6 months of shelf-life

The technical data above stated are presented in good faith and to the best of our knowledge. They should serve only as approximate guidance and therefore customers are kindly advised to test and ascertain the performance of our products in the operating conditions existing at their end, to satisfy themselves about their suitability in a given industrial application.