

1-component pad printing ink

SERIES 729

Special pad printing ink for decorative applications on cellulose and grain materials

High opaque, user friendly pad printing ink for graphic applications on different natural substrates and cellulose based plastics.

Based on natural similar, synthetic resins for indoor use.

Substrates

The created properties of this ink line are without problems on a wide range of natural or resembling substrates such as cellulose acetate and CAB, paper and cardboard, wood, etc. This ink line is also suitable on different coatings and some polyolefine materials (mostly in addition with 20 % by weight of adhesion promoter Series 700-PP).

This wide variety of printable materials and also the multifarious surface properties makes it absolutely necessary for own printing tests under local conditions with regard to the intended purpose prior to starting the production.

Due to the constant further development and optimizing of Series 729 the number of practical substrates may still increase.

Applications

Operational areas are a lot of decorative and functional applications on packaging materials, toys, advertisement articles, etc.

The PVC-free resin base makes this ink line very interesting for recycling aspects. Series 729 is popular where a reuse or recycling extruduction of PVC-free plastics is required

Characteristics

This modern pad printing ink is suitable for open inkwell equipment and also for the conception of closed cup (pot) systems. The Series 729 is free of iron containing materials, so the printing problems, produced through magnetizing of metal plates, filling knife, metal squeegee or metal caps are eliminated.

The ink line is developed to combine rheologic properties for the full area print with very smooth surface and for the fine detail print with exact definition. The offered solvents (Series 700-017, thinner; Series 700-018 and Series 10-02637, retarders; Series 700-019, accelerator) guarantee an optimized transportation of ink from plate through pad to the substrate and a fast tack-free drying on the printed material.

Auxiliary agents

The pad printing inks Series 729 are developed for user-friendly handling. This means, that a normal reduction of viscosity with the offered thinner Series 700-017, addition amounts app. 15% by weight results a constant long-term consistency for open and closed machinery equipment's. The rotative technology requires a higher

dilution with thinner; we recommend accelerator Series 700-019, addition around 20 weight-%.

Other additives offering useful possibilities of modification are specified in the Technical leaflet Series 700: Auxiliary agents for pad printing inks.

The addition of additives changes the actual product properties so that the spectrum of printing stock as well as the resistances may be modified, in some cases to a negative result.

Pigments and Light Fastness

Points to the future, the high opaque ink line Series 729 is heavy metal free and mono-pigmented. So in the most cases a pre-print with white to achieve the color shade is not necessary or superfluous. A useful choice of high density color shades is at the disposal of the user to cover practically the whole color chromatic spectrum:

Series 729-1005	MS-Lemon yellow
Series 729-1200	MS-Corn yellow
Series 729-2005	MS-Orange
Series 729-3005	MS-Carnation red
Series 729-4005	MS-Violet
Series 729-4505	MS-Cobalt blue
Series 729-8005	MS-Black
Series 729-9005	MS-White

In addition to these opaque base colors the customer find five transparent, high pigmented color shades for special mixtures and to increase sometimes the brilliance. In combination with metal particles results attractive effects:

Series 729-1105	MS-Transparent yellow
Series 729-3105	MS-Transparent red
Series 729-3305	MS-Transparent magenta
Series 729-5005	MS-Transparent blue
Series 729-6005	MS-Transparent green

All color shades, the opaque base colors and also the transparent basic colors are high pigmented and documents in the moment the maximal optical properties and possibilities on the market.

As standard inks we offer also the mat versions

Series 729-8005/MT	Black, mat
Series 729-9005/MT	White, mat

As special adjustment the user can get all base colors and individual color shades in semi-mat or mat.

The process colors for 4-color halftone prints are ready to print and follows the Europe scale:

Series 729-0950	Cyan
Series 729-0960	Yellow
Series 729-0970	Magenta

Series 729-0980	Black
and in addition the transparent bases	
Series 729-04	Transparent paste
Series 729-06	Thixotropic paste

As standard varnishes are the systems

Series 729-05	Varnish, glossy
Series 729-05-MT	Varnish, mat
Series 729-07	Varnish, textured

available and this in complement with nearly all individual specialties.

As metallic effect colors we have the standard range

Series 729-100	Silver, resistant
Series 729-101	Silver, brilliant
Series 729-102	Gold, light
Series 729-103	Gold, standard
Series 729-105	Gold, ducat
Series 729-106	Copper

All inks of this series are non toxic and follow the europe regulation EN 71, part 3 (Safety of toys, migration of certain elements). All pigments used in Series 729 shows a light fastness of 6-8 according to wool scale (DIN 16525). If the color shades are reduced with high amounts of white or transparent systems, light fastness might be reduced.

Drying

The composition of the solvents ensures both long-lasting stability of the viscosity in the ink troughs and ink containers and quick release of solvents in the dabbing process. The pad printing system Series 729 doesn't show any corona formation, ensures an unproblematic transfer as well as fast drying on the printed material. There's normally no need for any special drying aggregates. Universal thinner Series 700-017 usefully combines the above mentioned properties and mostly makes the use of special retarders unnecessary. The experience shows that the accelerator works also well in closed cup systems.

Printing blocks / Cliché

Pad printing ink Series 729 doesn't contain any ingredients which attack polymer clichés or cause oxidation's on steel printing blocks. Both printing equipment's are suitable, whereby a screening (positive contact screen) is special in case of polymer clichés advantageous for the production and printing process. Etching depths of app. 30µm for steel blocks and around 20µm for polymer clichés, depending on the motif are practicable and do not require any special preliminary test's.

Pads

The choice of the correct type of pad, shape and Shore-hardness depends on the printing article (form, structure, surface tension, etc.). It's independent of pad printing ink Series 729 which accepts all types of pads. The handling of pads is generally binding, i.e. delubrication of new printing pads, careful handling, no solvents, cleaning with adhesive tape, etc. Silicone-activation of old pads may be achieved with additive Series 10-03775.

Cleaning

Wet pad printing ink or not completely cured inks can be removed with all commercial solvent based cleaning agents of little polarity. Pad printing-specific universal cleaning agents like Series 700-URT and Series 700-BRT are the most suitable. If cleaning of the pads by adhesive

tape doesn't work, low aggressive cleaning agent Series 10-009 may be applied by a cotton towel.

Storage

Under normal conditions (limited change of temperature, medium temperature 20-35°C, humidity 20-70%) we guarantee a shelf life of 24 month. For metallics be valid a storage time of 12 month.

Packing

Series 729 are available in 0,5, 1 and 5 kg metal containers. Removed residues of ink can be supplied to the Polyolefine-recycling. Packaging containing unhardened residues of ink are subject to the special waste disposal regulations (waste disposal key (Abfallschlüssel) 55509 for Germany, waste disposal key (Sonderabfall) X(1640) for Switzerland).

Precautionary measures

Read material safety data sheet prior to processing. The material safety data sheets according to OSHA form contain indication of hazardous ingredients, TLV-level and instructions for precautions when processing, handling and storing as well as first aid. The information given in the MSDS refers to processing as described in this technical leaflet. The statements in our leaflets have been made to the best of our knowledge and are given without any obligation. They serve to advise our business associates, **but it is absolutely necessary** to make your own printing tests under local conditions, with regard to the intended purpose prior to starting the printing job. In case of any doubts please contact our technical advisors. The application, use and processing of the products delivered by us are beyond our control. This is subject to your responsibility and there is no liability or guarantee on our part. In case of justified complaints the manufacturer can only be made liable for the countervalue of the used ink system. Addition of not mentioned products or competitors products are on your own risk and releases Printcolor Screen Ltd. of any later demands, especially in cases of damage and loss caused by alien products. All former leaflets are no longer valid.

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