

Environmental Inks and Coatings®

"The Natural Choice" since 1979

TECHNICAL BULLETIN

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CHROMA PLUS INKS™

Environmental Inks & Coatings' **Chroma Plus** water-based inks represent the most innovative and powerful flexographic inks available. **Chroma Plus** inks are the strongest and most versatile inks that Environmental Inks & Coatings has ever developed. The **Chroma Plus** ink system is a result of advances in both pigment dispersion and ink vehicle technologies. **Chroma Plus** is designed to produce strong, vivid colors on aniloxes ranging from 800-1200 lpi and is unsurpassed in terms of process printing and ink densities.

While **Chroma Plus** is primarily designed for printing on paper and paperboard substrates, it also works well on many films and foils with a laminate or overprint varnish for added rub and scratch resistance. As with any ink system, Environmental Inks & Coatings recommends that each substrate be evaluated for adhesion with the **Chroma Plus** inks before actual production begins.

Chroma Plus inks have excellent press stability and require low maintenance. Environmental Inks & Coatings recommends using the extender to reduce color strength beyond 15%.

Features

Benefits

Superior Color Strength	Superior quality achieved with finer line aniloxes. One ink system for screen and line work.
Press Stable Formulation	Consistent print quality, less downtime, and more productivity
Good Adhesion to various substrates	Reduced inventory. One ink for various applications
Complete Pantone® formula database	Compatible with dispensing software and Easy Ink Controller

Environmental Inks and Coatings offers a complete line of water-based and UV curable inks and coatings. For a complete ink solution for your specific packaging and printing requirements, please contact your nearest Environmental Inks and Coatings Branch Office.

CHROMA PLUS INKS

Chroma Plus inks are designed with maximum strength and printability yielding strong, bright line colors and unsurpassed screen prints. Reduce Chroma Plus inks up to 5% with AWSA-1 or pH adjuster. Reductions exceeding 5% should be made with the CP0100 Extender Varnish.

Chroma Plus Inks Formula Numbers

Fade Resistant (FR)

CP0100	Extender Varnish	CP0320	Orange FR	CO0700	Opaque White
CP0200	Process Blue FR	CP0500	Rhodamine FR	CP0900	Black
CP0230	Violet FR	CP0530	B/S Red FR		
CP0280	Reflex Blue FR	CP0550	Y/S Red (PR22) FR		
CP0300	Yellow FR	CP0600	Green FR		

Non-Fade Resistant * (NFR) Colors Available

CP0210	Purple NFR*	CP0240	Violet NFR*	CP0520	Rubine Red NFR*
CP0220	Reflex Blue NFR*	CP0310	Yellow NFR*	CP0540	Rhodamine Red NFR*

Process Colors

CPPX01	Process Extender	CPPC01	Process Cyan FR	CPPM02	Process Magenta FR
CPPY01	Process Yellow NFR*	CPPK01	Process Black FR		
CPPY02	Process Yellow FR	CPPM01	Process Magenta NFR*		

*Non-Fade Resistant Inks: These inks are not suitable for outdoor applications. The use of non-fade resistant blends can create "on press" color stability problems and therefore are not recommended for an overall mixing system. The non-fade resistant inks listed above should not be in any pastel blend. Please contact the E.I.C technical staff for more information.

APPLICATION RECOMMENDATIONS

Substrates: Coated paper & Various Films (still under testing)

Please note: EIC recommends pre-testing all inks & substrates for adhesion and end-use properties.

Recommended anilox volume: 1.5 bcm to 3.0 bcm

Adjust pH with: AWSA-1 Stable Aid

pH Range: 9.3-9.7

Extend with: CP0100 Chroma Plus Extender

Lower Viscosity with: H₂O

Viscosity: on average 35-40" #2 Zahn @77°F

Recommended defoamer: AWDF-2 Pour-in Defoamer

Heat Resistance: 250-300°F, 0.5 sec, 40 psi

Clean Up: WC005B2002

Water Resistance : Good

Alkali Resistance: requires OPV

Grease Resistance : requires OPV

Alcohol Resistance: requires OPV

Detergent Resistance: requires OPV

Block Resistance: Good

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