

PRISMATIC INK NEWS

Printers Newsletter no. 1

October 2013

Lots of interest at Pacprint

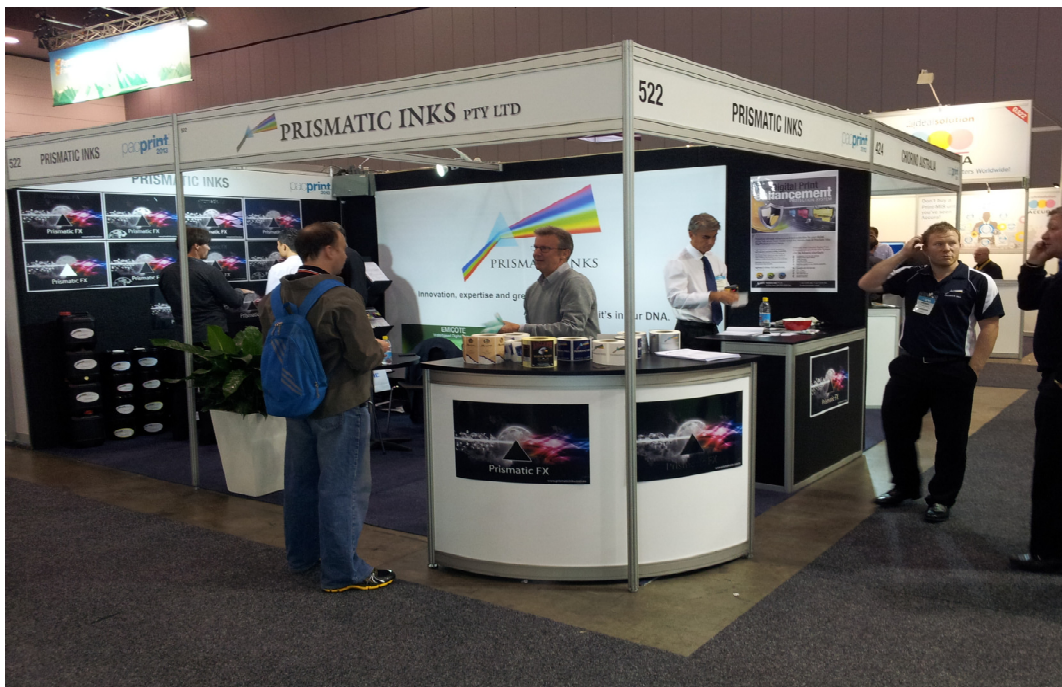
Prismatic representatives were kept very busy in May providing answers to Customers questions at the Pacprint Exhibition in Melbourne. We were pleased to be able to demonstrate our products using printed samples prepared for the Exhibition and touch base on many interesting new developments

Prismatic Inks specializes in Ultraviolet (UV) cured inks, coatings and adhesives for the industrial printing industry with ranges comprising process, pantone, silvers and golds, fluorescents, gloss/matt/satin coatings and varnishes.

We would encourage you to discuss directly with us any requirements that may be in mind and we are pleased to offer a service to prepare sample prints for you to consider. This can remove significant costly onpress trialing and is much easier to manage even with a few goes at a design proof. Call us and let us help your design come to life!

“Customers and Designers visiting our stand at Pacprint were thrilled to see special effects that often are unavailable to be demonstrated. There is nothing as good as a simple physical demo of what a specialty product can achieve..”

• Andrew Schram
Prismatic Inks Sales Manager



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Nirvanas cd box set 'With the Lights out' produced in 2005 had thermochromic effect as per the hand that appears above

What was interesting at the stand?

Numerous print samples were demonstrated on self adhesive labels: Q: Which products were of most interest?

Thermochromic color change at different temperatures was entirely unexpected by our Customers and had a 'wow' factor, These products are available for different print processes— litho, letterpress, flexo and screen

Q: What can they be used to produce?

By printing process—Flexo, offset lithographic, letterpress - magazine inserts, specialty pack for cd/dvd covers, document authentication, promotional pieces, self adhesive labels. Imagination and design is called for.

Q: What temperature ranges are available?

Thermochromic inks, are colored below a specific temperature, and change to colorless or to another, lighter color as they are heated. The color starts to fade with increased temperature at approximately 4 C below the activation temperature and will be in between colors within this temperature range. The temperature above which the ink stops losing color we refer to as the "Clearing Point". The color change is "reversible," i.e., the original color will be restored upon cooling. As the temperature of the ink is lowered from above the Clearing Point, the ink begins to gain color at about 3 C below the clearing point and continues to gain color until about 6 C below the clearing point. We refer to this as the "Full Color Point". These inks are available in various colors, Clearing Points and Full Color Points. Standard Clearing Points are 15, 31 and 45 C Other activation temperatures are also available, from -5C to 65C.

Varnish/ Coating effects

Prismatic also demonstrated an assortment of gloss and matt contrasts that find high use in the wine label market. Textured matt effects also were of interest, with a 'feel' effect similar to sandpaper, whilst retaining high scuff resist properties essential to successful label or package printing.

Our UV Flexo Texture Matt F11112 is a popular product providing this effect. It is commonly overprinted with UV Flexo Sureflow Ultramatt F11111 to give it a dead matt finish.



Matt Textured effect coating

Raised varnish effect printing

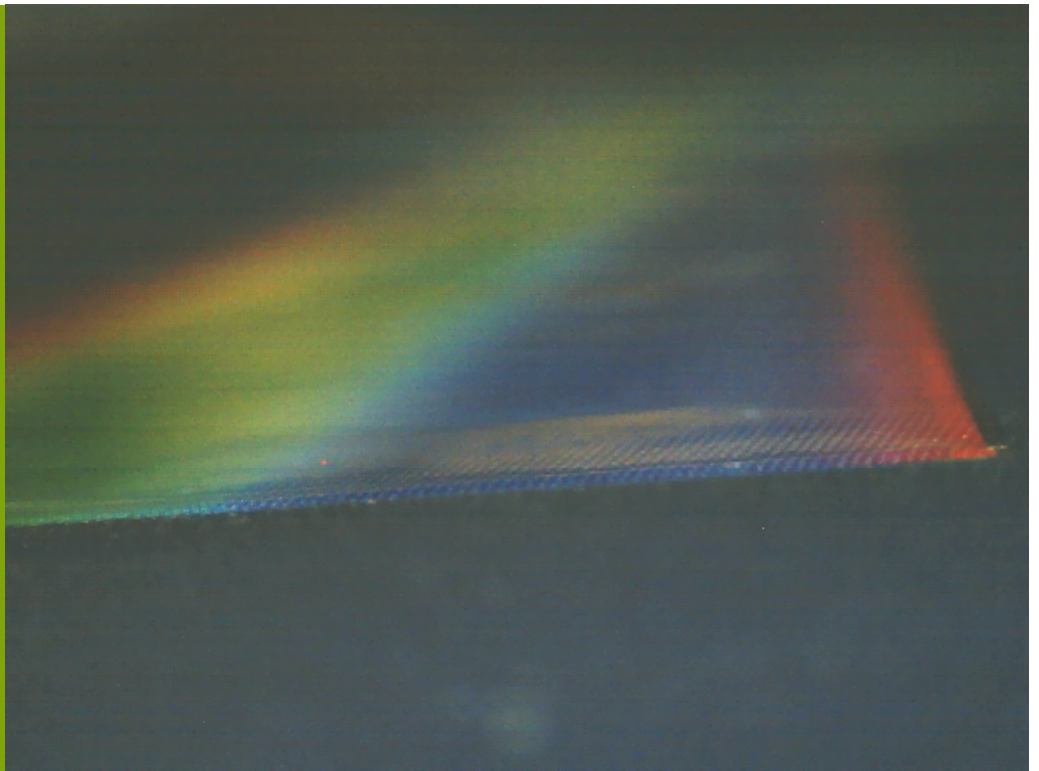
As seen on labels for wine bottles, raised varnish printing offers a stunning effect that provides both look and feel effects for Marketers.

Prismatic are the major supplier in this area and have a range of high quality products manufactured inhouse at our Smithfield site.

Products range from a very high build varnish to the lesser builds and are available in gloss or matt finishes. Silk screen mesh count becomes an important factor in just how much varnish is deposited resulting in the raised image effect and we can offer advice regarding your design and how to optimize the exact effect you are after.

Our UV Screen Hi Build F11250LLV is running successfully at speeds of 100 m/min. Talk to us about how Prismatic can improve your pressroom productivity also!

UV Flexo versions of a mid build are now being developed and are progressing well



60x Magnified view of HiBuild Screen Varnish –effect you can feel!

Prismatic Inks are fully Australian owned and operated. Based at Smithfield in Sydney NSW, we have a wealth of formulating knowhow and experience. Industry experts such as George Susko, Phil Reidy and Stephen Bett form the technical backbone to Prismatic Inks and provide fantastic capability.

We manufacture our base materials such as resins and have a dedicated facility for this purpose,. Need we point out the difficulties associated with local manufacture these days, and despite this, Prismatic Inks are well situated to compete in the years ahead with a modern facility and R&D laboratory.

We have the full complement of UV curable inks, coatings, laminating adhesive and varnishes for every type of Industrial printer whether Litho, Letterpress, Flexo or Screen.

We back this up with numerous overseas agencies for specialty products.

Most powerful UV Laminating adhesive available again

A product that some Narrow Web label printers may have seen in previous years which offers a fantastic bond strength - is now available once again from Prismatic Inks:

UVIFLEX **CATIONIC** LAMINATING ADHESIVE F11C082

This adhesive is especially useful on difficult substrates such as silver metallised or where PET is involved in the construction.

Some care is required when running to avoid contamination and please refer to the PDS from your Prismatic Representative.

LabelExpo Brussels September 24-27

Our Technical Director, Phil Reidy is attending LabelExpo Brussels, if you or a Company representative are also attending, please let us know and we can link you up.

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Image below from textually.org

