



# High-performance resins and emulsions for paper metallization

Excellent metal adhesion and brilliance

## Performance

- Good film-forming properties
- Excellent adhesion of metal
- Good blocking resistance
- Good adhesion with different types of printing inks
- Good gloss properties

## Sustainability

- Water-based technology
- Reduced solvent emissions

Suitable application for paper metallization primers based on Joncryl® ECO 2177-E

 **BASF**  
We create chemistry

# Metallization primers

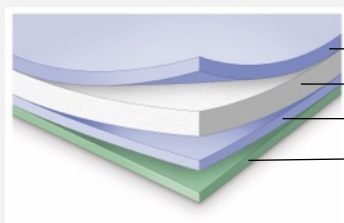
## Metal receptive primers for paper

Primers for paper metallization for broad application in packaging. Especially designed for metal deposition under vacuum, they provide a smooth mirror-like metal surface and excellent intercoat adhesion.



### Metallization primer based on Joncryl® products in paper (board) packaging structures

#### Ink receptive primer for use on paper (board)



Postmet lacquer  
Aluminium  
Premet primer  
Paper

- Broad range of applications: labels for bottles, innerliner, gift wrap, bags and pouches for dry food

Products	Key Properties	Application
Joncryl® 612	good gloss, excellent ink retention properties, wash-off time and adhesion towards NC and offset inks	solvent-based pre- and post metallization for labels
Joncryl® ECO 2177-E	good film forming properties, block resistance, gloss	water-based pre- and post metallization for e.g. paper inner liner and gift wrap
Joncryl® ECO 2189-E*	good gloss, block resistance	water-based pre- and post metallization for e.g. paper inner liner and gift wrap

\* used in combination with Joncryl® ECO 2177-E

## Contacts

Europe, Africa, West Asia  
Netherlands  
Phone: +31 513 619-619  
resins@basf.com

Asia  
China  
Phone: +852 2731-0111  
dispersions-pigments-asia@basf.com

North America  
USA  
Phone: +1 800 231-7868  
dpsolutions@basf.com

South America  
Brazil  
Phone: +55 11 2039-2300  
packaging-sa@basf.com

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