



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

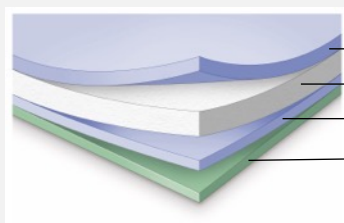
Metal receptive primers for paper

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

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