Superior mirror effects for premium packaging designs
Metasheen® for flexo and gravure printing

Performance
- Cost efficient compared to metallized film
- Perfect rub resistance, split-proof, and intercoat adhesion
- Formulation flexibility
- In-line printing possible
- Replacement for hot stamping and metallized substrates

Sustainability
- Environmentally friendly, significantly less waste than alternative technologies,
  e.g. hot stamping
Metasheen®
for flexo and gravure printing

Achieving premium product appeal

Metasheen® is a vacuum metallized pigment (VMP) dispersion that helps ink formulators to achieve unique mirror-like effect inks.

The different Metasheen® series vary in shade, hiding power, and brilliance to perfectly meet the needs of your application. The dispersions are supplied as a slurry in a variety of solvents suitable for almost all ink systems.

At a glance

<table>
<thead>
<tr>
<th>Key properties</th>
<th>Particle size d50</th>
<th>Solid content in solvent</th>
<th>Recommended resins</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>71 series</td>
<td>11–13 µm</td>
<td>10% Aluminum slurry in 50:50 Ethyl Acetate/Isopropyl Acetate</td>
<td>Acrylic, Ethyl Cellulose, Nitrocellulose, PU, PVB, PVC</td>
<td>Gravure and flexo printing</td>
</tr>
<tr>
<td>41 series</td>
<td>8.5–11.5 µm</td>
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</tbody>
</table>

To ensure the best results with Metasheen® dispersions, please observe the guidelines below.

**Optimum silver mirror effect**
Most suitable: 41-0010

**Achieving colored effects**

To formulate an optimum colored mirror effect, reverse print Metasheen® onto transparent film and apply colored varnish / lacquer to the surface of the film.

To formulate mirror ink with solvent-soluble dyes, transparent pigments, or pigment preparations to create a polychromatic effect.

For a cleaner colored effect, 71-0010 is most suitable.

**Shades**

<table>
<thead>
<tr>
<th>Shades</th>
<th>11 series</th>
<th>41 series</th>
<th>71 series</th>
</tr>
</thead>
</table>

**Contacts**

Visit our website: www.colors-effects.basf.com

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