



**COLORS &
EFFECTS**

■ - BASF
We create chemistry

Superior mirror effects for premium packaging designs

Metasheen® for flexo and gravure printing

CHAMPAGNE

PRODUCE OF FRANCE

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.

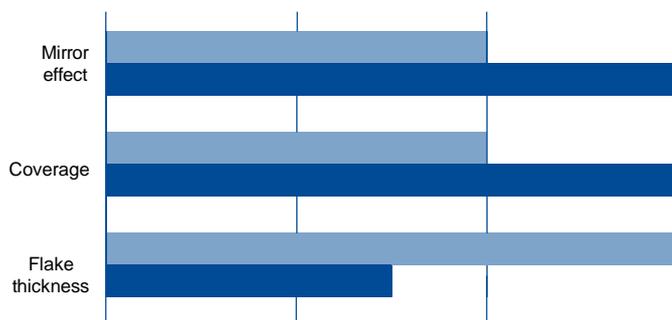
The different Metasheen® series vary in shade, hiding power, and brilliance to perfectly meet the needs of your application. The dispersions are supplied as a slurry in a variety of solvents suitable for almost all ink systems.

At a glance

| | Particle size d50 | Solid content in solvent | Recommended resins | Application |
|---------------------------|----------------------|-----------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------|
| Metasheen® 41-0010 | 8.5–11.5 µm | 10% Aluminum slurry in 50:50 Ethyl Acetate/Isopropyl Acetate | Acrylic, Ethyl Cellulose, Nitrocellulose, PU, PVB, PVC | Gravure and flexo printing |
| Metasheen® 71-0010 | 11–13 µm | | | |

Key properties

— 71 series — 41 series



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



Contacts

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