Superior mirror effects for premium packaging designs
Metasheen® for screen 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® 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>Metasheen®</th>
<th>Particle size d50</th>
<th>Solid content in solvent</th>
<th>Recommended resins</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>41-0710</td>
<td>8.5–11.5 µm</td>
<td>10% Aluminum slurry in Methoxypropanol</td>
<td>Acrylic, PVB, Polyester</td>
<td>Screen printing, 3C, in-mold decoration</td>
</tr>
<tr>
<td>41-1110</td>
<td>8.5–11.5 µm</td>
<td>10% Aluminum slurry in Butyl Glycol</td>
<td>PVB</td>
<td>Screen printing, 3C, in-mold decoration</td>
</tr>
<tr>
<td>41-1310</td>
<td>8.5–11.5 µm</td>
<td>10% Aluminum slurry in Methoxy Methyl Butanol (MMB)</td>
<td>Acrylic, PVB, Polyester</td>
<td>Screen printing, 3C, in-mold decoration</td>
</tr>
<tr>
<td>71-0710</td>
<td>11–13 µm</td>
<td>10% Aluminum slurry in Methoxypropanol</td>
<td>Acrylic, PVB, Polyester</td>
<td>Screen printing, 3C, in-mold decoration</td>
</tr>
</tbody>
</table>

Key properties

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

**Optimum silver mirror effect**
Most suitable: 41 series

**Achieving colored effects**
To achieve an optimum effect, reverse print Metasheen® onto transparent substrate and apply colored lacquer / varnish to the surface of the film.

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

For a cleaner colored effect, the 71 series is most suitable.

Shades

| 11 series | 41 series | 71 series |

Contacts

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

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