



Printing with renewables

Joncryl® BRC 662, a colloidal emulsion that brings sustainability to corrugated board and kraft paper inks without sacrificing performance

Performance

- Excellent transfer and color strength
- Outstanding resolubility on press
- Hard enough to withstand the hot scuffing encountered at the corrugator
- Compatibility in combination with Joncryl emulsions and pigment concentrates

Sustainability

- High content of renewable material

Application

- Versatility for different press applications
- Suitable as a modifier to add renewability to inks designed for labels, folding cartons, and point-of-purchase displays



Industry

- Ink for a variety of Printing and Packaging applications:
- E.g. pre- and post-print corrugated boards, folding cartons, labels

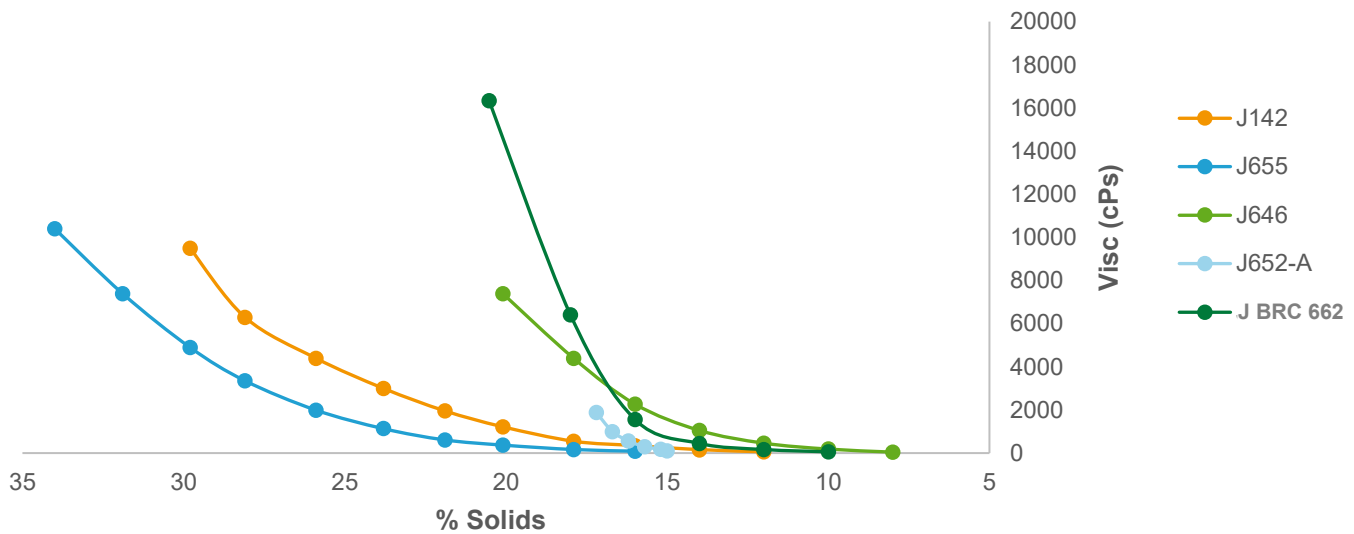
Joncryl® BRC 662

Addressing the demand for renewable raw materials in the packaging industry

Joncryl BRC 662 is an acrylic colloidal emulsion comprising 50% renewable raw materials on solids. It is suitable for pre- and post-print corrugated board and kraft paper applications.

With the introduction of Joncryl BRC 662, we offer our customers the chance to formulate a corrugated ink partly based on renewable raw materials with good press performance and excellent ink transfer, ensuring good color strength of the printed material.

Viscosity Versus Resin Solids for Joncryl Colloids



Product Benefits

- Corrugated inks based on Joncryl BRC 662 show good press performance with excellent transfer and printability
- Joncryl BRC 662 can be used in both pre- and post-print corrugated inks because of its inherent hot mar resistance properties
- Joncryl BRC 662 can be formulated with commonly used defoamers and wax additives to improve press stability and scratch resistance
- Joncryl BRC 662 may be used to raise the renewability content of other types of inks, such as those designed for labels, folding cartons and high-quality point-of-purchase displays

Contacts

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