



Joncryl® 633

Opacity and hiding power that enable replacement of TiO_2 pigment in white inks for kraft and corrugated paper and board

Performance

- High opacity
- Good resolubility
- Good water and rub resistance
- Low VOC / glycol ether free / HAP solvent free
- Compatible with most printing and packaging polymers and additives

Applications

- Binders for high strength, high pigment loading, high transfer water-based flexo and gravure inks
- Clean colors on off-white or corrugated board and paper bags
- High opacity can allow for the reduction of TiO_2 in white inks and coatings



Industry

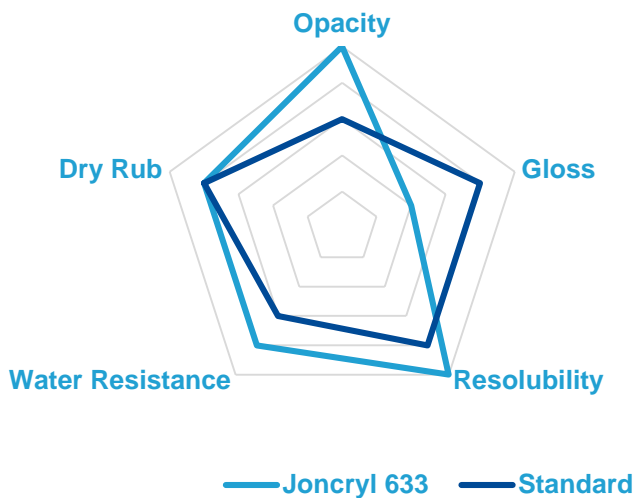
Water-based inks and coatings for a variety of Printing and Packaging applications on paper and paperboard substrates

Joncryl® 633

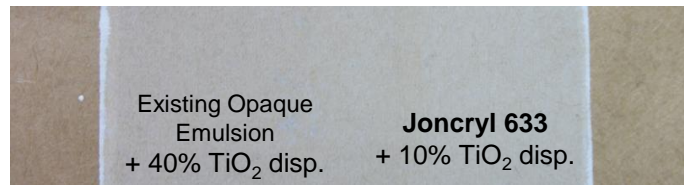
Highly opaque, non-film-forming acrylic emulsion for corrugated inks

Joncryl 633 is a hard acrylic emulsion with high opacity that enables the reduction of expensive TiO₂ pigment in white inks for kraft and corrugated paper and paperboard substrates. Joncryl 633 also enables the formulation of water-based inks that look cleaner and brighter, and allows for better quality graphics on press, multiple colors with minimal trapping, and high ink transfer, as well as good water and rub resistance.

Emulsion Performance Evaluation



Using BASF's starting-point formulation, which includes Joncryl 633, customers are able to reduce TiO₂ in white inks to 10% without sacrificing opacity.



Start Point Formulation*

Component	Standard Ink (%)	Joncryl 633 (%)
Joncryl 633		71
TiO ₂ Dispersion	40	10
Current Emulsion	46	
Joncryl Wax 4	2.5	2.5
FoamStar® SI 2280	0.5	0.5
Water	11	16

* Note: The opacity of inks made with Joncryl 633 depends on maintaining the spacing between the hard polymer particles. Blending with other emulsions, resin solutions, or coalescing resins may have a negative impact on opacity.

With its excellent high opacity, good resolubility, and water and rub resistance, Joncryl 633 is versatile to use in flexographic and gravure high-strength inks on a variety of paper substrates.

Joncryl 633 Sustainability Benefits

- No costs for solvent abatement or explosion-proof systems
- Very low VOC alternative to ink vehicles requiring slow evaporating, volatile amines and co-solvents to attain pH stability
- Addresses today's environmental challenges while enhancing performance and cost efficiency

Contacts

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