

# Printing & Packaging

## Technical Data Sheet



# Joncryl<sup>®</sup> LMV 7031

<b>Product Description</b>	Joncryl <sup>®</sup> LMV 7031 is a low maintenance vehicle, pH-stable, Rheology Controlled (RC) acrylic emulsion for printing ink applications.
<b>Key Features &amp; Benefits</b>	<ul style="list-style-type: none"><li>- Low pH maintenance</li><li>- Good water resistance</li><li>- Excellent resolubility</li><li>- Adhesion to film and foil</li></ul>
<b>Chemical Composition</b>	RC acrylic emulsion

## Properties

<b>Typical Properties</b>	Appearance	semi-translucent emulsion
	Non-volatile at 145°C (2g, 60 min)	~ 48.5%
	pH at 25°C	~ 8.0
	Viscosity at 25°C (#3 LV, 30 rpm, 30 sec)	~ 450 – 2,900 cps
	Molecular weight (Mw)	> 200,000
	Acid number (NV)	57
	Density at 25°C	1.04 g/cm <sup>3</sup>
	MFFT	- 1°C
	Tg	- 9°C
	Freeze-thaw stable	Yes
	Total VOC	0.6% wt

These typical values should not be interpreted as specifications.

## Applications

Joncryl<sup>®</sup> LMV 7031 a film forming, low maintenance, pH stable, Rheology Controlled (RC) acrylic emulsion for use in inks for film and foil applications. It has very good water resistance and adhesion to polyethylene, polypropylene, and other non-porous substrates.

Joncryl<sup>®</sup> LMV 7031 can be used to formulate high performance inks that do not rely on press side modifications of pH with ammonium hydroxide or organic amines. It is compatible with commercially available high pH pigment dispersions and neutral pH pigment dispersions produced with Joncryl<sup>®</sup> LMV 7085. When used as an additive, it will impart good rub resistant properties to paper and paperboard inks.

Joncryl<sup>®</sup> LMV 7031 is recommended for applications such as:

- Printing inks for flexographic or gravure applications

## Safety

### General

The usual safety precautions when handling chemicals must be observed. These include the measures described in Federal, State, and Local health and safety regulations, thorough ventilation of the workplace, good skin care, and wearing of protective goggles.

### Safety Data Sheet

All safety information is provided in the Safety Data Sheet for Joncryl® LMV 7031.

---

## Important

While the descriptions, designs, data and information contained herein are presented in good faith and believed to be accurate, they are provided for guidance only. Because many factors may affect processing or application/use, BASF recommends that the reader make tests to determine the suitability of a product for a particular purpose prior to use. **NO WARRANTIES OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ARE MADE REGARDING PRODUCTS DESCRIBED OR DESIGNS, DATA OR INFORMATION SET FORTH, OR THAT THE PRODUCTS, DESCRIPTIONS, DESIGNS, DATA OR INFORMATION MAY BE USED WITHOUT INFRINGING THE INTELLECTUAL PROPERTY RIGHTS OF OTHERS.** In no case shall the descriptions, information, data or designs provided be considered a part of BASF's terms and conditions of sale. Further, the descriptions, designs, data, and information furnished by BASF hereunder are given gratis and BASF assumes no obligation or liability for the descriptions, designs, data or information given or results obtained all such being given and accepted at the reader's risk.

*Joncryl is a registered trademark of BASF Group.*

© BASF Corporation, 2016



BASF Corporation is fully committed to the Responsible Care® initiative in the USA, Canada, and Mexico.  
For more information on Responsible Care® go to:  
U.S.: [www.basf.us/responsiblecare\\_usa](http://www.basf.us/responsiblecare_usa)  
Canada: [www.basf.us/responsiblecare\\_canada](http://www.basf.us/responsiblecare_canada)  
México: [www.basf.us/responsiblecare\\_mexico](http://www.basf.us/responsiblecare_mexico)

### U.S & Canada

BASF Corporation  
24710 W Eleven Mile Road  
Southfield, MI 48033  
ph: 1(800) 231-7868  
fax: 1(800) 392-7429  
Email: [Custserv\\_charlotte@basf.com](mailto:Custserv_charlotte@basf.com)  
Email: [edtech\\_info@basf.com](mailto:edtech_info@basf.com)  
[www.basf.us/dpsolutions](http://www.basf.us/dpsolutions)

### Mexico

BASF Mexicana, S.A. de C.V.  
Av. Insurgentes Sur # 975  
Col. Ciudad de los Deportes  
C.P. 03710  
Mexico, D.F.  
Phone: (52-55) 5325-2756  
Fax: (52-55) 5723-3011