

Joncryl[®] LMV 7040

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| Product Description | Joncryl LMV 7040 is a low maintenance, pH-stable, Rheology Controlled (RC) acrylic emulsion for printing ink applications. |
| Key Features & Benefits | <ul style="list-style-type: none">- <i>Low on-press pH maintenance required</i>- <i>Excellent resolubility</i>- <i>Rub resistance</i> |
| Chemical Composition | RC acrylic emulsion |

Properties

| | | | |
|---------------------------|-----------------------|-------------------|---------------------------|
| Typical Properties | Appearance | | semi-translucent emulsion |
| | Non-volatile | % | 45.5 |
| | pH at 25°C | | 7.3 |
| | Viscosity at 25°C | cps | 750 |
| | Molecular weight (Mw) | | > 200,000 |
| | Acid number (NV) | | 115 |
| | Density at 25°C | g/cm ³ | 1.06 |
| | MFFT | °C | < 0 |
| | Tg | °C | 28 |
| | Freeze-thaw stable | | Yes |
| | Total VOC | % wt | 0.3 |

These typical values should not be interpreted as specifications.

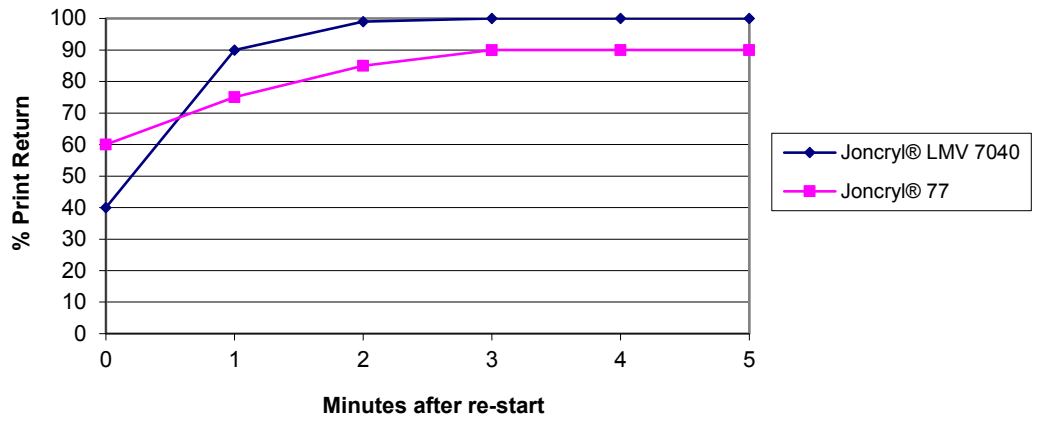
Applications

Joncryl LMV 7040 is a low maintenance, pH-stable, hard film forming, RC acrylic emulsion that provides film integrity, adhesion, and rub resistance to ink formulations for paper, paperboard, and primed foil substrates. This product can be used to formulate high performance inks that do not rely on press-side modifications of pH with ammonium hydroxide or organic amines.

Joncryl LMV 7040 is recommended for applications such as:

- Printing inks for flexographic or gravure applications

**Resolubility of Joncryl LMV 7040 vs Joncryl 77 Ink after
20-minute press shut-down**



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 7040.

Storage

Please refer to the "Handling and Storage of polymer dispersions" brochure.

Important

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