

50000 Series Matte Poster Ink

Highly pigmented matte ink for poster printing
Easily modified for most print job requirements
Mild odor with excellent color strength
Fast jet-drying formulation
Free of chromate, heavy metals and lead

STOCK, END-USE: ABS, cardboard, coated paper, litho-printed paper, clay-coated board, wallpaper, drill cloth, serigraphs. Recommended for indoor use only.

DESCRIPTION: 50000 Series mattefinish poster ink is formulated for most graphic art and point of purchase (P-O-P) applications using manual or high-speed screen press operations. It's totally compatible with other poster inks to accommodate special printing requirements and a wider range of color hues. 50000 Series can be printed over fluorescent colors for added versatility.

Note: Pre-test on actual substrate before any full production run.

FINISH: Matte finish.

COLORS: Available in high-opaque colors.

COVERAGE: Approximately 1,500 square feet (151 m²) per gallon of ink.

SCREEN FABRIC: Mesh counts 200-280 (80T-112T European) monofilament polyester; or equivalent multifilament fabric.

STENCIL: Dual-cure direct method photo emulsion or SBQ presensitized photo emulsion or equivalent. Also, any solvent-resistant film or photo emulsion.

DRYING: By solvent evaporation, Air dry in 20 to 30 minutes (depending on humidity, temperature and air circulation). Jet-dry in 10-20 seconds.

MODIFICATION: To extend color and/or reduce pigmentation, add 50790 Clear Base. For printing fine details, add 50800 Halftone Base. To increase ink flexibility for die-cutting and printing on clay-coated board, add 10-15% (by weight) 50880 Binding Clearflex. To mix with metallic powders, use 50780 Clear Metallic Base. For protective gloss protection, use 54920 Overprint Lacquer. For best printing results, reduce ink with 5 to 15% (by weight) T-900 Fast Thinner. In hot, humid conditions, add 5-10% (by weight) T-910 Slow Thinner.

QUICK GUIDE FOR INK MODIFICATION

Modifier	Proportion
54920	5-15%
T-900	5-10%
T-910	5-10%

All mixing proportions are measured by weight.

CLEAN UP: Use T-900 Washup CRS500 Biodegradable Washup.

PACKAGING: 1-quart (0.945 Liter), 1-gallon (3.78 Liter), 5-gallon (18.9 Liter) containers.

SAFETY & HANDLING: Refer to Material Safety Data Sheet (MSDS) for complete information.

COLOR RANGE:

All colors are formulated using nonleaded pigments, unless otherwise noted.

OPAQUE COLORS:

50150 Super White
50205 Primrose Yellow
50215 Lemon Yellow
50225 Medium Yellow
50275 Ultra Orange
50305 Holiday Green
50315 Emerald Green
50325 Deep Green
50415 Brilliant Blue
50425 Orbit Blue
50435 Regal Blue
50445 Deep Peacock Blue
50515 Fire Red
50525 American Red
50535 Satellite Red
50545 Deep Red
50555 Permanent Magenta
50565 Permanent Cerise
50660 Brown
50770 Black

MODIFIERS:

50780 Clear Metallic Base
50790 Clear Extender Base
50800 Halftone Base
50880 Binding Clearflex
54920 Clear Overprint Lacquer

SOLVENTS:

T-900 Fast Thinner & Washup
T-910 Slow Thinner
CRS500 Biodegradable Washup

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