

# Product Description

## CMR-710 Universal Primer



Version: V-2020-001



### **Characteristic:**

The **CMR-710** is a self-crosslinking acrylate copolymer emulsion with excellent chemical resistance and outstanding adhesion properties on various substrates.

The product is used as a primer for pigmented solvent inks, UV inks and other coatings on difficult medias, when there is no direct adhesion possible.

The transparent universal primer offers a very high colour brilliance and depth effect, because inks are immediately stabilized after printing.



### **Industrial application!**

### **Typical Data:**

Basic:	anionic acrylic copolymer emulsion
Colour:	yellowish translucent liquid
Solubility:	miscible with deionized water
Wet film:	10 - 20 $\mu$
Dry film:	5 - 10 $\mu$
Spreading rate:	40 - 80 sqm per kg
Solids content:	36 - 40 %
Specific gravity/density (20 °C):	1.05 g/cm <sup>3</sup>
pH value:	7.0 - 8.0
Neutrality:	ammonia
Viscosity at 20 °C (4 mm DIN flow cup):	18 - 20 s
Minimum film forming temperature (MFT):	7 °C

### **Suitable Substrates:**

Plastic films:	PVC, PET, PE, PMMA, PC
Plastics:	PE
Paper, textiles	

With corona pre-treatment the system is suitable as a coating for all kinds of plastics.

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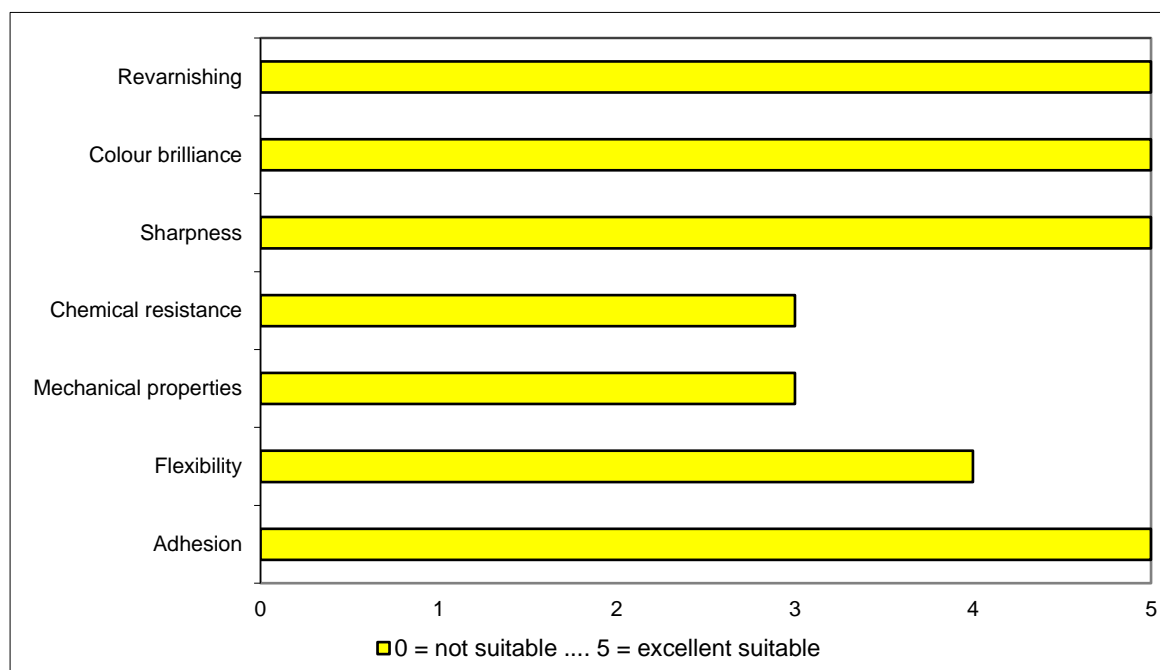


## Properties:

Serviceable primer  
 Good adhesion on PVC, PET, PE, PMMA, PC  
 Suitable for revarnishing, printing  
 Suitable for heavy duty PE printing.  
 Surface printing onto polyolefines.  
 Excellent grease resistance  
 Good chemical resistance  
 Good physical resistance

High flexibility  
 UV protection

Compatible with various solvents  
 Compatible with various pigment concentrates  
 In each case the viscosity of the formulation is to be adapted by dilution with water.



## Spreading Rate:

Solids content	Thickness wet g/m <sup>2</sup>	Thickness dry g/m <sup>2</sup>	Coated surface m <sup>2</sup> /kg	kg for surface of 100 sqm
45%	15	6,75	67	1,5

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### **Recommendation for end-use:**

#### **- Storage:**

The product may be stored at least 6 months if kept in tightly closed container and below 25 °C.

Protect against cold.

Don't store and apply the product below +5 °C.

#### **- Application:**

The product can be apply by usual methods: spraying, rolling and printing.

For spraying or automatic application further adjustment of viscosity can be necessary.

A dilution of max. 20 % water is possible.

<b><u>Spray gun:</u></b>	Viscosity:	18 - 22 s
	Dilution:	water
	Nozzle:	1.2 - 1.6 mm
	Pressure:	3 - 4 bar
	Spraying:	1 - 2

#### **- Drying-Conditions:**

The laminate is a self-crosslinking product.

It can be dried by room temperature and forced drying.

<b><u>Drying time (for 5 µ dry film):</u></b>
Dry at room temperature (20 - 25 °C) after 5 - 10 min.
Forced drying (60 - 80 °C) after 15 s.
After around one week the cross-linking process is finished and the ready surface has reached its definite chemical resistance and physical properties.

In all cases of CMR coating-systems, the stamp of the single characteristics depends very strongly on the respectively related underground (substrate and/or inks).

For this reason we recommend to make trials in every special case.