



Technical Bulletin

CMR-790/CMR-790.M Primer for Printed Material (high-gloss/matt)

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V-2020-001

HR-1000

1. Characteristic:

CMR-790/CMR-790.M is a self-crosslinking acrylic copolymer emulsion with excellent chemical resistance and excellent adhesion properties on various substrates.

2. Applications:

The product is used in case of large format prints 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.

Graphics market/advertising!

3. Typical Data:

Basic:	anionic acrylic copolymer emulsion	
Colour:	yellowish translucent liquid	
Solubility:	miscible with deionized water	
Wet film:	10 - 20 μ	
Dry film:	5 - 10 μ	
Spreading rate:	40 - 80 sqm per kg	
Solids content:	36 - 40 %	
Specific gravity/density (20 °C):	1.05 g/cm ³	
pH value:	7.0 - 8.0	
Neutrality:	ammonia	
Viscosity at 20 °C (4 mm DIN flow cup):	18 - 20 s	CMR-790
Viscosity at 20 °C (4 mm DIN flow cup):	21 - 25 s	CMR-790.M
Minimum film forming temperature (MFT):	7 °C	
Volatiles/VOC:	< 1 %	
<u>Drying (at 15 μ wet film):</u>		
Air drying at 20 °C:	5 - 10 min	
Forced drying at 60 - 80 °C:	15 s	

4. Properties:

Serviceable primer, high-gloss or matt
Good adhesion on PE, PA, Alu, PET
Suitable for revarnishing, printing
Suitable for heavy duty PE printing
Surface printing onto polyolefines
Excellent grease resistance
UV protection
Good physical resistance

High flexibility
UV protection

Compatible with various solvents
Compatible with various pigment concentrates

5. Recommendation for end-use:

Stir before using.
Scraper application.
Fully miscible with water in every ratio.
Crosslinking without hardener, self-crosslinking.
The processing time of the primer depends very strongly on the environment temperature.
It should lie between 18 °C and 30 °C.
The relative humidity should not exceed 60 %.
Surfaces to be varnished must be cleaned fat free and must be prepared correspondingly.
The application equipment (coater, rods, cable, pumps, drums) are to be cleaned after use simply with water immediately in order to avoid dried varnishes.
Areas of dried varnishes can be cleaned with isopropyl alcohol (IPA).
Dried varnishes can be removed with suitable polish remover.

Our recommendation: CMR-914 Special Thinner.

Don't use nitro thinner!

After around one week the cross-linking process is finished and the surface has reached its definite chemical resistance and physical properties.

Based on different chemical composition of plastics, foils and inks we recommend to make own tests.

Because of its quick drying property this primer can be used by manually and also by machine processing.

Dry film: 0,5 - 1,5 g/sqm, depending on application.

6. 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.

7. Safety:

The product is not subject to identification regulations under EU Directives and the Ordinance on Hazardous Materials.
The Material Data Sheet informs on all data relevant to the safety of this product.
It contains information concerning classification, transport and storage of the product and also further information regarding handling, safety and ecology.

8. Further Information:

These information reflect our current state of the knowledge and they are intended to inform on our products and its application possibilities. They cannot deduce any legally binding guarantee regarding specific properties of the products or their suitability for definite applications. Also they do not release the user to make test of our products concerning its suitability for the planned applications.
Rights regarding trademarks and patents also will have to be observed.

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