

# Novaset® 4530/40 OFF PRIMER MATT

High quality low-migration primer for commercial and food packaging printing

## Water-based coating for sheetfed offset

### Product features

- Novaset® 4530/40 OFF PRIMER MATT is a particularly low-odour and low-migration offline-primer which is used as water-based grounding for providing adhesion between substrate and subsequent UV-varnishing or foil lamination. It has been developed for non-food packaging and commercial printing, but is also suitable for the coating of the outside of food and semi-luxury food packaging applications. Novaset® 4530/40 OFF PRIMER MATT offers fast drying and very good rub protection.
- Further advantages of Novaset® 4530/40 OFF PRIMER MATT are superior anti-sealing and stacking properties as well as good matt effect. Suitable for low- and non-absorbent substrates.
- Novaset® 4530/40 OFF PRIMER MATT is suitable for double-sided coating, we recommend carrying out your own tests before starting a print run.
- Novaset® 4530/40 OFF PRIMER MATT is particularly suited for the production of packaging that complies with the requirements of the EU-regulation 1935/2004 and 2023/2006 as well as with the Swiss Ordinance 817.023.21. Mineral oil is not used as an intentional formulation component of this coating.

### Advantages of Novaset® 4530/40 OFF PRIMER MATT

- Particularly low-migration and low-odour.
- Complies with the requirements for water-based coatings for food packaging.
- Good primer properties for subsequent finishing.
- Suitable for double-sided coating.
- Good matt effect.
- Superior anti-sealing properties.
- Good rub protection.
- Suitable for low- and non-absorbent substrates.

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| Printing properties  |             |                |              |                            |                   |                    |                 |                         |      |             |   |
|--|-------------|----------------|--------------|----------------------------|-------------------|--------------------|-----------------|-------------------------|------|-------------|---|
| Drying   | Matt effect | Rub protection | Anti-Sealing | Suitability for perfecting | Hot foil stamping | Barrier properties | Blister ability | Wet blocking resistance | Slip | Glueability |   |
| Novaset® 4530/40 OFF PRIMER MATT   | 7           | 4              | 6            | 7                          | 7                 | 7                  | 3               | -                       | 7    | 5           | 7 |
| 1 = Characteristic weakly expressed 7 = Characteristic strongly expressed  |             |                |              |                            |                   |                    |                 |                         |      |             |   |
| <i>The assessment of the product properties was made under standardised printing conditions. In individual cases, under special conditions, as in printing with very heavy coverage of coating, the classification of certain properties may be different.</i> |             |                |              |                            |                   |                    |                 |                         |      |             |   |

|                     |  |
|---------------------|--|
| <b>Product code</b> | VP30-032D-####<br>Final 4 digits relate to pack size.  |
| <b>Pack sizes</b>   | 125 kg (01MA), 220 kg (01NF), 1000 kg (01U0)   |
| <b>Substrates</b>   | Very well suited for coated paper, board and non-absorbent substrates.                                       |
| <b>Application</b>  | Sheetfed coating units   |
| <b>Film weight</b>  | 3 – 6 g/m <sup>2</sup> wet application   |
| <b>Drying</b>       | Physical, forced with hot air-dryer and IR-dryer   |
| <b>Viscosity</b>    | 40 s / 4 mm DIN cup / 20 °C  |
| <b>Cleaning</b>     | Please clean up machine and equipment immediately with water.  |
| <b>Remarks</b>      | Stir well before use!<br>Only use coatable printing inks!<br>Resistance against alcohol and alkali required. |
| <b>Storage</b>      | Protect against frost, heat and direct sunlight.<br>Storage in original packaging at 5 ° to 30 ° Celsius.    |

You are welcome to contact us for further information.

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## Special notes

In order to preserve low-odour and low-migration properties, no additives such as retarders, defoamers or others may be added to the coating. An exemption to this rule is the addition of water to adjust the viscosity. It must be generally noted, that for the production of food packaging only materials suitable for this area of application are used.

In cases where a non-low-migration water-based coating has been used before printing with Novaset® 4530/40 OFF PRIMER MATT, the printing press should be thoroughly cleaned taking care to remove all coating residues. For this purpose, if necessary, only washes suitable for low-migration printing should be used, taking into account the manufacturer's recommendations for use. Following the wash cycle, thorough rinsing with clean water is essential.

We recommend to leave any glue areas coating-free. Recommended drying times for the complete system i.e. substrate + Ink + coating should be adhered to before further processing. Using non-absorbent substrates and/or slowly absorbent printing inks, we recommend to plan for the corresponding drying times.

In case of insufficient drying of the printing ink, a fault in form of a printing ink film splitting can't be excluded at a later refinement processes.

## Certificate

Novaset® 4530/40 OFF PRIMER MATT is ISEGA-certificated.

We will gladly provide you with a copy of the certificate upon request.

## Further information

For further information please refer to our Technical Reviews "Processing Guideline Novaset Coatings", "Resistance requirements for surface finishing", "Good manufacturing practice food packages" and the EuPIA guideline "Printing inks for food packaging".

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