Ashland coatings

product guide

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Coatings Product Guide

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Coatings Product Guide

Water-based Coatings

Product Code	Application	Viscosity	Wt % Solids	Product Details
PureKote™ 23618	Gravure, Flexo	150 - 250 CPS	38 - 44	Vinyl acetate and ethylene copolymer based primer for polymer films and foils. Excellent for bonding functional coatings such as heat seals to difficult substrates. Recommend C-Cat 104 Co-reactant at 3 - 4%.
PureKote™ 22278F	Gravure, Flexo	35 - 43 sec, #2 Zahn	41 - 46	First down primer for foil, polystyrene, polyester, oriented polypropylene or vinyl films for printing or further laminating applications. Exhibits excellent balance of rub and scratch resistance, high clarity and meets FDA 21CFR 175.105 requirements.
PureKote™ 23497D	Flexo, Sheetfed	17 - 22 sec, #3 Zahn	39 - 44	Satin coating with gloss of 20 - 30 that can be worked and turned, can function as a primer for UV coating or other printing and converting operations.
PureKote™ 23602MD	Flexo, Sheetfed	14 - 17 sec, #3 Zahn	39 - 42	Matte coating with gloss 10 - 20 that can be worked and turned, can function as a primer for UV coating or other printing and converting operations.
PureKote™ 23611D	Flexo, Sheetfed	17 - 21 sec, #3 Zahn	39 - 43	Satin coating with gloss of 20 - 30 that can be worked and turned, can function as a primer for UV coating or other printing and converting operations.
PureKote™ 23229DB	Flexo, Sheetfed	14 - 22 sec, #3 Zahn	38 – 42	Extremely high rub resistant gloss coating
PureKote™ 23032	Flexo, Sheetfed	18 - 22 sec, #3 Zahn	37 - 40	General purpose high gloss coating
PureKote™ 21053	Flexo, Sheetfed	25 - 30 sec, #3 Zahn	41 - 43	General purpose high gloss coating
PureKote™ 21068I	Flexo, Sheetfed	20 - 25 sec, #3 Zahn	45 - 50	Semi-Gloss primer with gloss of 45 - 50 that has excellent balance of product/chemical resistance, rub/scuff resistance and adhesion for printing or downstream converting and laminating that can also be used as an overprint coating.
PureKote™ 23262B	Flexo	16 - 19 sec, #3 Zahn	38 - 42	Matte overprint coating with gloss 15 - 30 that has low odor, does not contain butyl benzyl phthalate and has excellent balance of scuff/scratch and blocking resistance.
PureKote™ 22615W	Flexo, Sheetfed	16 - 19 sec, #3 Zahn	38 - 41	Semi-gloss primer with gloss 50 - 55 for paper, paperboard, foil, polystyrene, polyester and oriented polypropylene that has excellent balance of scuff/scratch resistance, imprintability and adhesion to difficult films and foils.

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Water-based Print Receptive Topcoats

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureKote™ PR1060	Print Primer - Film/Foil	WB	WB coating based on acrylic chemistry engineered to be used as a primer for plastic films and foil for subsequent adhesive bonding, laminating, topcoating or printing with general purpose UV, WB or SB inks. Can be used with Pureseal A1010 cross-linker.	39 seconds, #2 Zahn	42%
PureKote™ PR1070	Print Primer - Paper/Vinyl	WB	WB gloss coating based on novel chemistry specifically engineered to be receptive to WB, SB and UV inkjet dye-based and pigment based inks. Can be used on paper, paperboard, and vinyl films. Product does not adhere well to PET films.	100 cps	35%
PureKote™ PR1080	Print Primer - Paper/Vinyl	WB	WB gloss coating based on novel chemistry specifically engineered to be receptive to WB, SB and UV inkjet dye-based and pigment based inks. Can be used on paper, paperboard, and vinyl films. Product works well with PET films.	100 cps	35%
PureKote™ PR1100	Matte Print Primer - Paper/Vinyl/Film	WB	WB matte coating based on novel chemistry specifically engineered to be receptive to WB, SB and UV inkjet dye-based and pigment based inks. Can be used on paper, paperboard, and vinyl films. Product is a translucent matte thus has contact clarity and works well with PET films.	500 cps	13%
PureKote™ PR1140	Matte Print Primer - Paper/Vinyl/Film	WB	WB matte coating based on novel chemistry specifically engineered to be receptive to WB, SB and UV inkjet dye-based and pigment based inks. Can be used on paper, paperboard, and vinyl films. Product is an opaque matte and works well on PET films.	500 cps	13%
PureKote™ PR1110	Gloss Print Primer - Film/Paper	WB	WB gloss coating based on acrylic chemistry engineered to be used for general purpose UV inks or UV inkjet inks. Product works well on most any plastic films, and be used as a primer for UV top coating over films or paper substrates.	18 seconds, #3 Zahn	39%
PureKote™ PR1120	Gloss Primer - Film/Paper	WB	WB gloss coating based on acrylic chemistry engineered to be used as primer over films or paper substrates to enhance adhesion of solid toner based inks.	40 seconds, #2 Zahn	41%

Coatings Product Guide

Water-based Print Receptive Topcoats *(continued)*

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureKote™ PR1130	Gloss Print Primer	WB	WB gloss coating based on cationic chemistry specifically engineered to be used as the sole receptive coating for WB, SB or UV inkjet, or used as a topcoat over other inkjet receptive coatings to enhance resistance properties when cross-linked with Pureseal A1000.	250 cps	34%
PureKote™ 23574C	Ultra Clear Print Receptive Coating	WB	WB primer, used to coat foil, polyester, treated BOPP, and the metalized side of MET, OPP and PET. When fully dried exhibits the combined feature ultra-clarity, good rub and scratch resistance, excellent imprintability and good adhesion to foil and film.	65399 cps	34%

Co-Catalyst/Cross-Linker

Product Name	Technology	Product Details
PureKote™ 21412A	WB	100% solids aziridine cross-linking agents used for coatings or adhesives to enhance water or chemical resistance and improve adhesion.

Coatings Product Guide

UV/EB Print Receptive Topcoats

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureRad™ 12697	Vinyl Primer	UV/EB	UV curable primer engineered to adhere to vinyl films some to moderate resistance to plasticizer migration depending on the type of vinyl, and be printable with litho inks. Product does not require an N2 inerted environment on litho presses.	50,000 cps	175 fpm
PureRad™ FT30LI	Vinyl Primer	UV/EB	UV curable primer engineered to adhere to vinyl films with excellent flow and leveling, good resistance to plasticizer migration and printable with solvent and UV inks. Product designed for flexographic application.	300 cps	75 fpm
PureRad™ PR1030	Print Primer	UV/EB	UV curable coating engineered to wet out and bond to most any plastic films with extremely low curl, high flexibility and printable with UV and solvent-based inks. Product designed for curing in an N2 inerted environment.	250 cps	50 mj/cm
PureRad™ 53400C	Direct Thermal Coating	UV/EB	UV curable topcoat engineered for direct thermal printing where maintaining excellent balance of thermal and physical properties for mitigating the high temperatures from the thermal print heads is required.	215 cps	500 fpm

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Textured / Special Effects Topcoats

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureKote™ 23589	Soft Touch Matte Coating	WB	WB soft touch matte coating is formulated for application via gravure presses on Nylon, PET, OPP, Vinyl and other plastic films.	400 cps	31%
PureRad™ 13334	Low Gloss Topcoat	UV/EB	UV curable topcoat with very low gloss engineered for adhesion to vinyl and other plastics with extremely high toughness, flexibility and chemical resistance. Product does contain NVP.	2100 cps	200 fpm
PureRad™ 16975C	Pearlescent Topcoat	UV/EB	UV curable coating engineered for a silver pearlescent hue that will wetout and adhere well to plastics or paper substrates with good die cutability.	320 cps	275 fpm
PureRad™ 52914	Lenticular Coating	UV/EB	UV curable coating engineered for manufacture of high clarity and lenticular properties for applications where a lens is desired over a printed pattern or image.	500 cps	25 fpm
PureRad™ FTX5EI	Embossed Coating	UV/EB	UV curable coating designed to produce an embossed and textured surface. Coating uses its high viscosity and expert combination of many unique types of monomers, additives and oligomers to achieve a unique result. Coating may burn or chalk alkali sensitive pigments.	4000 cps	200 fpm
PureKote™ 23590	Soft Touch Matte Coating	WB	WB soft touch matte coating is formulated for application via flexo presses on Nylon, PET, OPP, Vinyl and other plastic films.	400 cps	31%
PureRad™ 53679A	Soft Touch Matte Coating	UV/EB	UV soft touch matte coating is formulated for application via flexo presses on Nylon, PET, OPP, Vinyl and other plastic films.	660 cps	150 fpm
PureRad™ 53999B	Textured Matte	UV/EB	UV textured matte coating is formulated for application via flexo presses on Nylon, PET, OPP, Vinyl and other plastic films.	300 cps	125 fpm

Coatings Product Guide

Primer – General Purpose

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureKote™ 21092B	Holdout Coating	WB	WB coating based on acrylic chemistry engineered to be used as a hold out coating on paper and porous substrates to enable topcoating with UV curable coatings. Product cannot be used with thermal papers.	150 cps	36%
PureKote™ 23551	Holdout Coating	WB	WB coating based on PVA chemistry engineered to be used as a hold out coating on paper and porous substrates to enable topcoating with UV curable coatings. Can be used over thermal papers without premature activation of the thermal inks.	1000 cps	24%
PureKote™ 21485A	Release Primer	WB	WB coating based on PVA chemistry engineered to be used as a primer for paper and porous substrates in order to block alkaline materials from inhibiting cationic curing of release coatings.	800 cps	24%
PureRad™ 52944	Barrier Primer	UV/EB	UV curable barrier primer used to block and seal alkaline materials (paper) for application of cationic release coatings. Product designed for curing in an N2 inerted environment.	450 cps	55 mj/cm
PureRad™ FPX2RB	Barrier Primer	UV/EB	UV curable barrier primer used to block and seal alkaline materials (paper) for application of cationic release coatings. Product does **not** require an N2 inerted environment.	1200 cps	275 fpm
PureRad™ LPX4	Litho Primer	UV/EB	UV curable primer engineered for application over most film and polymer substrates for printing with litho and dry offset inks.	16,000 cps	325 fpm
PureRad™ 18200Q	Vinyl Primer	UV/EB	UV curable primer engineered to adhere to vinyl films with resistance to plasticizer migration for subsequent offset printing. Product designed for curing in an N2 inerted environment.	250 cps	55 mj/cm

Coatings Product Guide

EB Cure Coatings

Product Name	Product Description	Technology	Product Details	Viscosity
PureRad™ 53880	Gloss Low Slide/Nestle Compliant	EB	Formulated for application via 2-4 roll, chambered anilox, or offset gravure coating units over wet-trapped EB or cured/dried UV, solvent, or aqueous printed paper and treated film substrates. This topcoat will exhibit high gloss; minimal/no odor cured films, with excellent scratch, flake, rub/scuff resistance, as well as consistently low coefficients of friction (C.O.F.).	215 cps
PureRad™ 53392	Cold Seal Release/Low Migration	EB	An EB curable overprint release coating designed for use with natural rubber and/or synthetic latex-based cold seal adhesive products. It has been formulated for application via gravure, 2-roll, chambered anilox, or offset gravure coating units over wet-trapped EB or cured/dried UV, solvent, or aqueous printed paper and treated film substrates. When suitably applied and cured, this non-migrating coating will exhibit high gloss, low/no odor cured films with excellent scratch, flake, rub/scuff resistance, as well as consistent coefficients of friction and long term non adhesive deadening release characteristics.	190 cps

LED Cure Coatings

Product Name	Product Description	Technology	Product Details	Viscosity
PureRad™ 53936G	Gloss Overprint Coating	LED	Formulated for use on flexographic equipment over a variety of paper, and print-treated synthetic film and foil substrates, printed with wax-free aqueous, solvent or UV inks. It cures by both UV LED and HgUV. This topcoat is intended for general-purpose use, but also offers outstanding cure response resulting in high gloss films with good solvent, water and rub resistance.	310 cps

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Bonding / Laminating Primers

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureRad™ 13041	Sealant Coating	UV/EB	UV curable coating engineered to seal cellulosic substrates for subsequent printing with general purpose inks.	4250 cps	25 fpm

Energy Curable Cut and Stack

Products in the Cut and Stack group are products specifically engineered to be easily and cleanly die cut, have no additives, photo-initiators or monomers known to migration and cause offsetting contamination and are expertly designed for managing and mitigation static and antistatic properties and surface lubricity and slip.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 53507A	Matte Overprint Coating	270	250	Ultra matte overprint coating engineered for cut and stack labels with an expert blend of friction/COF control, antistatic, substrate adhesion, low foaming and highly flexible. Coating will not burn or chalk alkali sensitive pigments.	X
PureRad™ 53037A	Antistatic Glueable Film Overprint Coating	175	400	Gloss overprint coating engineered for cut and stack labels containing high performance additives to minimize friction and control COF, antistatic, low odor, adhesion and high flexibility. Coating may burn or chalk alkali sensitive pigments.	X

Coatings Product Guide

Energy Curable - Digital

Products in the Digital group have been formulated to work well as coatings over digitally printed media.
Ink types include laser, ink jet, toner and electro-ink.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 50454	Indigo Gloss Coating	350	150	Gloss overprint coating engineered specifically for high adhesion to Indigo electroinks. Coating designed for optimum balance of scuff and scratch resistance and heat resistance. Recommend corona treating the Indigo inks for best results.	
PureRad 51518	Indigo Matte Coating	450	150	Matte overprint coating engineered specifically for high adhesion to Indigo electroinks. Coating designed for optimum balance of scuff and scratch resistance and heat resistance. Recommend corona treating the Indigo inks for best results.	
PureRad™ FT30LI	Laser Imprintable Indigo Gloss Coating	300	100	Premium gloss overprint coating engineered for superior balance of toughness, chemical and product resistance, adhesion to Indigo inks and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Recommend corona treating the Indigo inks for best results.	
PureRad™ FT30LIM	Laser Imprintable Indigo Matte Overprint	600	100	Premium matte overprint coating engineered for superior balance of toughness, chemical and product resistance, adhesion to Indigo inks and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Recommend corona treating the Indigo inks for best results.	
PureRad™ 19013	Indigo PSA	1900	125	Aggressive tack and adhesion PSA engineered as an expert blend of acrylated monomers and compatibilizers with high performance tackifying polymers. *Move this to LA product guide*	X
PureRad™ DP6700	Indigo Release Coating	200	400	Premium release coating designed for adhesion to Indigo inks that is low migration optimized and provides surface for great tack and retack to PSA's for applications such as informational labels.	
PureRad™ 53400B	Indigo Direct Thermal Coating	200	300	Premium product resistant gloss overprint coating for Indigo Inks that provides excellent high temperature resistance, scuff and scratch resistance. Recommend corona treating the Indigo inks for best results.	
PureRad™ 53256	Indigo Matte Direct Thermal Coating	300	425	Premium matte product resistant gloss overprint coating for Indigo Inks that provides excellent high temperature resistance, scuff and scratch resistance. Recommend corona treating the Indigo inks for best results.	

Coatings Product Guide

Energy Curable - Low Migration

Coatings in the Low Migration line are engineered to meet most migration requirements for food or pharmaceutical label applications.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ LM7010	Laminating Adhesive	425	250	Low migration laminating adhesive based on Ashland patented technology specifically designed for film to paper laminations where migration of adhesive components into packaged liquids is of concern such as laminated PSA backed labels for PE water bottles. *Move this to Laminating Adhesive product guide*	X
PureRad™ 53926A	Gloss Overprint Coating/ Nestle Compliant	300 cps	325 fpm	Low migration gloss overprint coating suitable for most any label and flexible packaging applications. Formulation engineered for good chemical and product resistance, has good flexibility and resistance to shrink, and low foaming. Designed to meet the Nestle 2014 Guidance Note and Standards Abstract.	X
PureRad™ 53905D	Gloss Overprint Coating	350 cps	500 fpm	Low migration gloss overprint coating suitable for most any label and flexible packaging applications. Formulation engineered for very good chemical and product resistance, has good flexibility and resistance to shrink, low foaming and fast curing.	X

Energy Curable - Film Labels

Products in the Film Label group have been designed specifically for use on film label stocks.
These products generally have excellent clarity, slip, and flexibility, and have been formulated to reduce curling.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 53006ENS	Low Shrink Gloss In-Mold Label Film Coating	375	200	Gloss overprint coating engineered for film labels, coatings that require excellent outdoor weathering or blow molding in-mold label applications.	
PureRad™ 53667V	High Gloss Film Label Coating	175	325	High gloss and clarity overprint coating specifically designed for film labels. Product has low COF, highly flexible, fast cure and low curl making it ideal for high speed bottle packaging lines where label-to-label durability is required.	

Coatings Product Guide

Energy Curable - General Purpose

Coatings in the General Purpose (GP) line are economical workhorse products suitable for use in all applications but those with the most stringent product requirements. GP products are characterized by good cure response, good rub, abrasion and chemical.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 51052	High Speed Gloss Overprint Coating	315	550	Best in class general purpose gloss overprint coating suitable for most any label applications. Formulation engineered for very good chemical and product resistance, has good flexibility and resistance to shrink, low foaming and extremely fast curing. May have a tendency to burn or chalk from certain alkali sensitive pigments.	
PureRad™ 52543	Scuff Resistant Matte Overprint Coating	420	250	Premium performance matte overprint coating engineered as expert combination of chemical and product resistance, flexibility, scuff and scratch resistance, low foaming, flow and substrate wetting, and will not burn or chalk alkali sensitive pigments.	
PureRad™ 51329	Non-Settling Matte Overprint Coating	175	200	General purpose matte overprint coating engineered for ease of processing and resistance to flattener settling. Highly flexible coating and resistance to shrinking, adhesion to plastics and low foaming. Coating may cause ink burn or chalking from alkali sensitive pigments.	
PureRad™ FT35HG	High Speed High Gloss Overprint Coating	325	450	A very robust general purpose high gloss coating for most any standard applications. Product has high cure speed, low foaming, excellent gloss and good balance of chemical and scuff resistance.	
PureRad™ 53867	High Speed High Gloss Overprint Coating	360	450	Best in class general purpose gloss overprint coating suitable for most any label applications. Formulation engineered for very good chemical and product resistance, has good flexibility and resistance to shrink, low foaming and fast curing.	X
PureRad™ FT231M	Matte Overprint Coating	200	250	Best in class general purpose matte overprint coating engineered for broad range of aniloxes and resultant coat weights and can be run with or without a doctoring blade. Good balance of monomers to give chemical resistance and flexibility while also good balance of scuff/scratch resistance, and resistance to burning or chalking from alkali sensitive pigments.	
PureRad™ 53792	Matte Overprint Coating	260	300	Best in class general purpose matte overprint coating engineered for broad range of aniloxes and resultant coat weights and can be run with or without a doctoring blade. Good balance of monomers to give chemical resistance and flexibility while also good balance of scuff/scratch resistance, and resistance to burning or chalking from alkali sensitive pigments.	X
PureRad™ 53678	High Speed High Gloss Overprint Coating	350	450	A very robust general purpose high gloss coating for most any standard applications. Product has high cure speed, low foaming, excellent gloss and good balance of chemical and scuff resistance.	X

Coatings Product Guide

Energy Curable Release Coatings

Products in the Release Coating group are products designed specifically to provide a cured surface from which various PSA backed labels can be removed.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 19868	Free Radical Release Coating	385	300	Free radical, air curable release coating engineered as a cost-effective option for adhesive release from pressure sensitive adhesives. Coating will have good adhesion to the applied adhesive with low to moderate removing force required.	
PureRad™ FT44AD	Free Radical Adhesive Deadener	600	300	General purpose adhesive deadener engineered for use on most constructions, does not require nitrogen inerting.	
PureRad™ 15510	Premium Cationic Release Coating	355	200	Premium 100% cationic cure silicone release coating providing the best possible clean release characteristics when combined with pressure sensitive adhesives.	X
PureRad™ 51190	Premium Cationic Release Coating	800	200	Premium cationic 100% silicone release coating engineered for the highest level of release characteristics for paper and film substrates. Product is designed to be cured in an N2 inerted environment and is thixotropic therefore ideal for paper substrates.	
PureRad™ 53430	Free Radical Nitrogen Cure Release Coating	450	350	Free radical N2 inerted release coating based on acrylated polysiloxane chemistry with good flexibility and cure response using oligomeric photo initiators.	x
PureRad™ 53525	Free Radical Nitrogen Cure Release Coating	800	350	Free radical N2 inerted release coating based on acrylated polysiloxane chemistry with good flexibility and cure response using oligomeric photo initiators.	x

Coatings Product Guide

Energy Curable - Resistant / Functional

Products in the Resistant / Functional group offer specific resistance properties exceeding those of general purpose coatings. Products that will withstand aggressive rub and abrasion environments, attack by various reagents and moisture are available.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details
PureRad™ 9709	Scuff Resistant Overprint Coating	200	275	Gloss overprint coating engineered for excellent resistance to scratch and scuffing, while maintaining very high chemical and product resistance while maintaining good flexibility and shrink resistance. Coating may burn or chalk alkali sensitive pigments.
PureRad™ 50611	Scuff Resistant Overprint Coating	300	300	Premium performance gloss overprint coating engineered with excellent chemical and product resistance, hardness, scratch and scuff resistance. Coating may have tendency to shrink and may burn or chalk alkali sensitive pigments.
PureRad™ FT33SCF	Scuff Resistant Flexible High Gloss Overprint Coating	380	300	Gloss overprint coating engineered for superior resistance to scratch and scuffing, while maintaining good chemical and product resistance and flexibility. Coating may burn or chalk alkali sensitive pigments.
PureRad™ FT52CR	Chemical/ Water Resistant Overprint Coating	545	225	Premium high gloss overprint coating engineered for extreme resistance to wide variety of chemicals and solvents.

Coatings Product Guide

Energy Curable - Special Effects

Products in the Special Effects group have unique properties such as tactile or rubbery feel, raised image, and soft touch.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 50136	Raised Image Screen Coating	1970	250	Coating engineered to achieve a raised and textured surface from an expert combination of monomers, additives and oligomers. Coating would be printable or write-able, low foaming, and would not burn or chalk alkali sensitive pigments.	
PureRad™ 51016	Gloss Non-Skid Coating	1400	125	Coating engineered to give a unique "drag-like" surface making it an ideal non-skid coating but has a certain unique aesthetic from this feature that comes from an expert combination of monomers, oligomers and additives.	X

Coatings Product Guide

Energy Curable - Specialty/Primers

The products in the Specialty and Primer category are a collection of unique products engineered for specific applications where tailored properties are requirement whether it be printing, laminating, releasing or other specific functional requirements.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 17756	Print Primer	355	150	Premium thermal and laser imprintable high gloss overprint coating designed to minimize burning of sensitive pigments and have robust adhesion to wide range of plastics.	
PureRad™ 53376	Release Base	190	315	Coating designed to serve as a base for applying a release coating for linerless label applications.	
PureRad™ L9030	Primer			Coating designed as an expert combination of acrylated bio-based oligomers, tri-functional monomers and other additives and monomers that provide a coating that if applied with a PSA-type coating weight can have unique primer properties.	x
PureRad™ 50452K	Metalized Film Primer	300	125	Primer designed for adhesion to metalized films.	x
PureRad™ 53473Q	Matte Flame Retardant Coating	525	225	Matte overprint coating engineered to pass automotive flame retardant specifications for interior labels.	x
PureRad™ FP32RB	Barrier Primer for Premium Release Coatings	330	325	General purpose primer engineered to be receptive to release coatings and protect them from contamination by amines in paper or ink.	

Coatings Product Guide

Energy Curable - Stamp/Imprint/Glue

Products in the Stamp/Imprint/Glue product group offer the ability to be post printed or glued. These products can come in a variety of finishes and offer excellent receptivity to various print mediums, stamping foils and glues.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ FT30LI	Gloss Thermal Laser Imprintable Coating	300	100	Premium gloss overprint coating engineered for superior balance of toughness, chemical and product resistance, adhesion to plastics and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Coatings will not burn or chalk alkali sensitive pigments.	
PureRad™ 53777	Gloss Thermal Laser Imprintable Coating	300	100	Premium gloss overprint coating engineered for superior balance of toughness, chemical and product resistance, adhesion to plastics and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Coatings will not burn or chalk alkali sensitive pigments.	X
PureRad™ FT30LIM	Matte Thermal Laser Imprintable Coating	600	100	Premium matte overprint coating engineered for superior balance of toughness, chemical and product resistance, adhesion to plastics and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Coatings will not burn or chalk alkali sensitive pigments.	
PureRad™ L3010RM	Matte Thermal Laser Imprintable Coating	600	100	Premium matte overprint coating engineered for superior balance of toughness, chemical and product resistance, adhesion to plastics and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Coatings will not burn or chalk alkali sensitive pigments.	X
PureRad™ FT32LI	Thermal Laser Imprintable Coating	350	250	Premium gloss overprint coating engineered for superior balance of toughness, fast cure response, chemical and product resistance, adhesion to plastics and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Coatings will not burn or chalk alkali sensitive pigments.	
PureRad™ L3020RM	Thermal Laser Imprintable Coating	350	250	Premium gloss overprint coating engineered for superior balance of toughness, fast cure response, chemical and product resistance, adhesion to plastics and has a surface that can be laser imprinted, stamped, glued, ink printed, thermally transferred or otherwise bonded. Coatings will not burn or chalk alkali sensitive pigments.	X

Coatings Product Guide

Energy Curable - Stamp/Imprint/Glue *(continued)*

Products in the Stamp/Imprint/Glue product group offer the ability to be post printed or glued. These products can come in a variety of finishes and offer excellent receptivity to various print mediums, stamping foils and glues.

Product Code	Product Description	Viscosity, Brookfield RVT	Cure Speed (fpm)	Product Details	BP Free(*)
PureRad™ 53335	Matte Print Receptive Water Resistant Coating	475	325	Premium thermal transfer matte overprint coating engineered for broad acceptance of printing ribbons and high cure speeds.	X
PureRad™ 53345	Gloss Thermal Laser Imprintable Coating	575	200	Premium thermal transfer high gloss overprint coating engineered for broad acceptance of printing ribbons and high cure speeds.	
PureRad™ 53405	Gloss Foil Blockable Coating	425	200	General purpose coating for printing, stamping, thermal ribbon or general requirements for high surface energy operations.	
PureRad™ FT32GS	Gluable/ Stampable Gloss Coating	330	250	General purpose gloss overprint coatings engineered for excellent product and chemical resistance yet maintain good flexibility and resistance to shrink, yet have printing, imprinting, stamping, gluing or bonding properties. Coating may burn or chalk alkali sensitive pigments.	

Coatings Product Guide

Hard Coats / Weatherable Topcoats

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureRad™ 14365	Film Coating	UV/EB	UV curable topcoat engineered for use on polymer films or sheets where high weathering are desired.	275 cps	75 fpm
PureRad™ 50110	Film Coating	UV/EB	UV curable topcoat engineered for screen application onto polymer films or sheets where high weathering and high hardness are desired. Product designed for curing in an N2 inerted environment.	4000 cps	80 fpm
PureRad™ 9467	Printable Coating	UV/EB	UV curable topcoat engineered for polymer substrates, particularly polycarbonate where high hardness and downstream printability with general purpose UV inks is desired.	350 cps	50 fpm
PureKote™ 23604BLV	Matte Coating	WB	WB ultra-low gloss matte coating engineered for polyester and nylon substrates and exhibits both scratch and burnish resistance. Product designed to be used with Pureseal A1010 cross-linker.	100 cps	31%

Coatings Product Guide

Resistant / Functional Topcoats

Product Name	Product Description	Technology	Product Details	Viscosity	Cure Rate/Solids
PureRad™ 11082B	Resistant Coating Gloss	UV/EB	Premium performance UV curable gloss coating designed for the most demanding chemical, solvent or product resistant requirements. This coating has been designed to get the most resistant properties possible and still be able to apply with standard flexo equipment. Has been modified for flow and leveling, scuff and scratch resistance, and may be sensitive to burn or chalking of alkali sensitive pigments.	450 cps	225 fpm
PureRad™ FT22HS	Hot Stampable Coating	UV/EB	UV curable coating designed for very high flexibility and adhesion to plastics and is hot stampable, glueable and good balance of low COF and scuff resistance.	280 cps	250 fpm
PureRad™ HC201	Scuff Resistant Coating - Plastics	UV/EB	UV curable coating engineered for excellent adhesion to difficult plastics such as polycarbonate and exhibits very high hardness and scratch resistance. Product designed for displays, temporary credit cards, etc.		40 fpm
PureRad™ ST31P	Coating - Plastics	UV/EB	UV curable coating engineered for screen application and adhesion to most any type of plastic.	325 cps	100 fpm

GLOBAL HEADQUARTERS

Ashland Inc.
50 East RiverCenter Blvd.
Covington, KY 41012-0391 U.S.A.
Tel: +1 859 815 3333

REGIONAL CENTERS

Asia Pacific — Shanghai, China
Tel: +86 21 2402 4888

Europe — Barcelona, Spain
Tel: +34 93 206 5120

India — Navi Mumbai
Tel: 1 800 209 2475

North America — Dublin, Ohio
Tel: +1 614 790 3361

South America — Araçariguama, Brazil
Tel: +55 11 4136 6477

ashland.com

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