

# Printing with renewables

Joncryl® 662, a colloidal emulsion that brings sustainability to corrugated board and kraft paper inks without sacrificing performance.

## Performance

- Excellent transfer and color strength
- Outstanding resolubility on press
- Hard enough to withstand the hot scuffing encountered at the corrugator
- Compatibility in combination with Joncryl emulsions and pigment concentrates

## Sustainability

- High content of renewable material

## Application

- Versatility for different press applications
- Suitable as a modifier to add renewability to inks designed for labels, folding cartons, and point-of-purchase displays



## Industry

- Ink for a variety of Printing and Packaging applications:
- E.g. pre- and post-print corrugated boards, folding cartons, labels

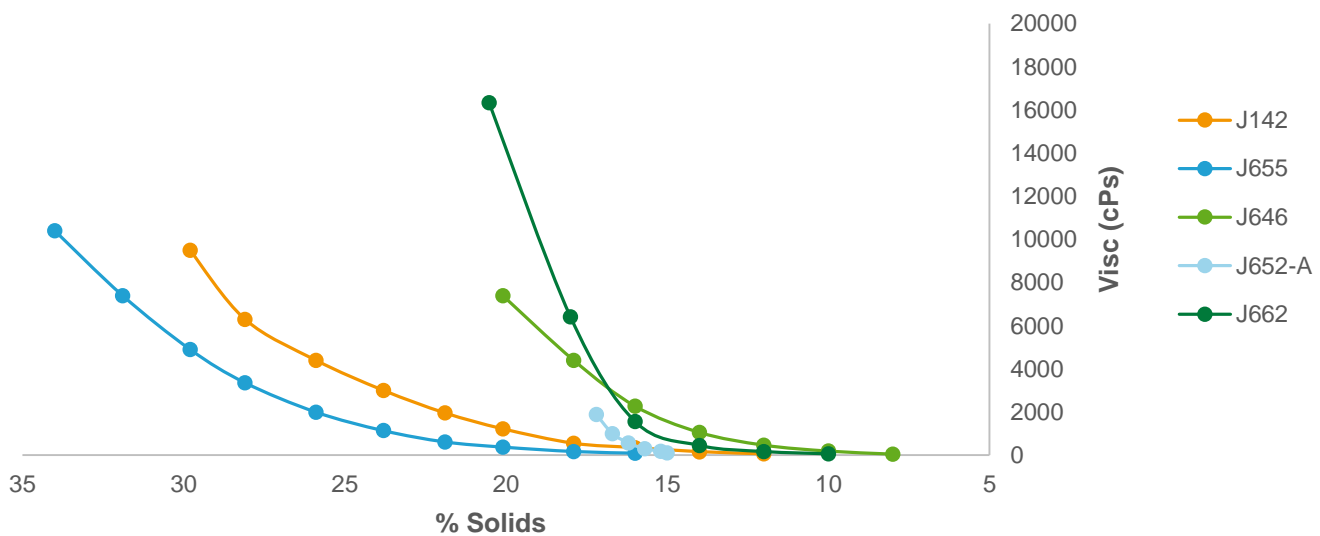
# Joncryl® 662

## Addressing the demand for renewable raw materials in the packaging industry

Joncryl 662 is an acrylic colloidal emulsion comprising 50% renewable raw materials on solids. It is suitable for pre- and post-print corrugated board and kraft paper applications.

With the introduction of Joncryl 662, we offer our customers the chance to formulate a corrugated ink partly based on renewable raw materials with good press performance and excellent ink transfer, ensuring good color strength of the printed material.

### Viscosity Versus Resin Solids for Joncryl Colloids



### Product Benefits

- Corrugated inks based on Joncryl 662 show good press performance with excellent transfer and printability
- Joncryl 662 can be used in both pre- and post-print corrugated inks because of its inherent hot mar resistance properties
- Joncryl 662 can be formulated with commonly used defoamers and wax additives to improve press stability and scratch resistance
- Joncryl 662 may be used to raise the renewability content of other types of inks, such as those designed for labels, folding cartons and high-quality point-of-purchase displays

### Contacts

Please contact our technical service department for more help on formulating with products from the Joncryl product line.

**Asia**  
China  
Phone: +852 2731-0111  
dispersions-pigments-asia@basf.com

**Europe, Africa, West Asia**  
Netherlands  
Phone: +31 513 619-619  
resins@basf.com

**North America**  
USA  
Phone: +1 800 231-7868  
dpsolutions@basf.com  
www.basf.us/dpsolutions

**South America**  
Brazil  
Phone: +55 11 2039-2300  
packaging-sa@basf.com

BASF Corporation, Charlotte, NC

The data contained in this publication are based on our current knowledge and experience. In view of the many factors that may affect processing and application of our product, these data do not relieve processors from carrying out their own investigations and tests; neither do these data imply any guarantee of certain properties, nor the suitability of the product for a specific purpose. Any descriptions, drawings, photographs, data, proportions, weights etc. given herein may change without prior information and do not constitute the agreed contractual quality of the product. The agreed contractual quality of the product results exclusively from the statements made in the product specification. It is the responsibility of the recipient of our products to ensure that any proprietary rights and existing laws and legislation are observed. When handling these products, advice and information given in the safety data sheet must be complied with. Further, protective and workplace hygiene measures adequate for handling chemicals must be observed. (01/2018)

® = Registered trademark of the BASF Group