



**NUMBER 5348**

## Pureseal™ 23519ES

*Low activation temperature heatseal*

### Introduction

Pureseal 23519ES is formulated for application via gravure presses, flexo or rod coaters for heat sealing PVC, PET or Oriented Polypropylene to a wide variety of substrates. It is recommended that this adhesive be thoroughly tested to confirm that it processes and performs as required.

Ashland custom formulates water base coatings and adhesives to meet application requirements. Customers are invited to submit printed substrates, poly films and performance specifications for evaluation.

### Typical properties

Solids;	46 – 50 %
Viscosity;	500 ± 250 mPa·s @ 25°C
pH;	8.0 – 10.0
Liquid appearance;	Translucent liquid
Heat activation;	70 – 75°C

### Recommended processing considerations

- ◆ Equipment ..... Rod, flexo and gravure coaters
- ◆ Diluents ..... Up to 4% with water or propylene glycol
- ◆ Dry coating weight;
  - General purpose heatseal applications.....5 – 10 g/m<sup>2</sup>
  - Shrinksleeve anti-slip coating.....2 – 5 g/m<sup>2</sup>
- ◆ Drying web temperature 55 - 60°C
- ◆ Rewind temperature..... <40°C

### Application considerations

Heat seal conditions are determined as a function of temperature, time and pressure. A fiber tearing bond can be achieved under conditions such as, 75°C, 1 second at 40 psi or 70°C, 2 seconds at 40 psi.

During coating and drying the product needs to be kept below 65°C and cooled down to below 40°C before rewind, preferably by using a chill roller.

### Storage and Handling

Pureseal 23519ES may be stored and handled in glass or plastic containers. The product should be stored at ambient temperatures and be protected from frost.

This product has an expected shelf life of 3 months from date of delivery when stored under recommended conditions in the original container.

## Product Safety

Users should read and understand the Safety Data Sheet (SDS) to familiarise themselves with the product hazards and the precautions to be taken when handling or using this product.

## Clean-up

Cleaning of application equipment should be accomplished as quickly as possible using hot soapy water. Small amounts of ammonia can be added to aid cleaning.