

# water-based emea product line

Our range of high performing water-based products provides innovative technologies for surface and bonding enhancement in the label printing,

packaging and substrate converting industries. All our water-based products are fully formulated and ready to use on your press.

## Pureseal™ water-based heat seal adhesives

grade	description	solids %	viscosity @ 25°C (cps)	pH
23519ES	low activation temperature heat seal adhesive, especially suitable for shrink sleeves	48 - 52	150 - 500	7 - 10
22832M	general purpose heat seal adhesive	40 - 44	200 - 700	4 - 6
19800I	blister heat seal adhesive	53 - 57	500 - 1500	5 - 7
29009E	cellulose film heat seal adhesive	41 - 45	50 - 500	7 - 9
HS1050E	low activation temperature cardboard/ paper heat seal adhesive	46 - 50	200 - 1000	4 - 6
HS1060E	heat seal adhesive for plastic substrates	38 - 42	200 - 700	4 - 8

## Pureseal water-based cold seal adhesive

grade	description	solids %	viscosity @ 25°C (cps)	pH
CS1071E	synthetic cold seal adhesive, latex free	47 - 53	1500 - 2000	8,5

## Purekote™ water-based print receptive coatings & primers

grade	description	solids %	viscosity @ 25°C (cps)	pH
29000	primer for films to improve ink or adhesive anchorage	35 - 40	~60	~8
29001	cross-linker for water-based systems	100	~200	~10
29050	primer for films to improve ink or adhesive anchorage	35 - 40	~60	~8
29100	satin primer for water-based inkjet (memjet)	24 - 26	1000 - 2000	5 - 7
29101	gloss primer for water-based inkjet (memjet)	19 - 21	100 - 400	5 - 7
29102	white matt primer for water-based inkjet (memjet)	26 - 28	1000 - 2000	5 - 7
29500	hydrocarbon oil barrier coating for PE / PP to be used with Purekote 29001	36 - 40	50 - 300	7 - 10

## Purekote water-based specialties

grade	description	solids %	viscosity @ 25°C (cps)	pH
23589E	water-based matt coating with velvet appearance and pleasant soft touch feel	28 - 33	100 - 300	9

## about Ashland

We are passionate, tenacious, solvers who thrive on developing practical, innovative, and elegant solutions to complex problems in applied chemistry, always pushing the boundaries of what's possible, and advancing the competitiveness of our customers. Our people are distinguished by their ability to create and apply specialized chemistry in ways that enable customers to amplify the efficacy, refine the usability, add to the allure, ensure the integrity, and improve the profitability of their products and applications. We achieve this by offering a vast product line, custom solutions, and superior technical support.

## packaging, printing and graphics

Ashland provides innovative technology solutions for a broad range of narrow-, mid- and wide-web applications. Besides solvent-based acrylic PSAs, Ashland has an extensive product line for the packaging & converting industry. Our water-based laminating adhesives open new possibilities for using flexible packaging in place of traditional packaging. Faster curing adhesives improve the converter productivity. Anchorage promoters and print receptive primers enhance the allure of products on the shelf. Functional coatings, primers, heat seal or cold seal adhesives and flexo graphic UV/EB or LED curable varnishes and laminating adhesives are expertly formulated to meet customers' most stringent requirements in areas such as food and beverage, shipping, transportation, health and beauty, industrial, postage and security printing.

As a Responsible Care company, Ashland has a long-standing commitment to product stewardship and the practice of making health, safety and environmental protection an integral part of the entire life cycle of chemical products. Ashland strives to improve the products it sells by reducing product risk associated with use or consumption, while maintaining value derived by the customer.

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