

Cold reveal labels, body-heat activated labels and stickers and security applications are a few of the many possibilities available using Rowat's Flexographic ink. If you don't see the special-effect you are looking for, give us a call anyway to see if we can create what you need.

THERMOCHROMIC INK:

These inks reversibly change color as their temperature changes. Our thermochromic inks all work the same way: below the activation temperature they are colored and above the activation temperature they are clear or lightly colored. As the ink cools, the original color returns.

Ink Formulations Offered:

- Water Based
- UV Cure

Our thermochromic inks can be modified to change at a variety of different temperatures.

- **Low Temperature Ink:** Used for applications where a product is chilled and special messaging is wanted.
Examples: Beverage labels and ice-cream packaging.
- **Body Temperature Ink:** Designed to show color at normal room temperature and to disappear or change color when warmed up. This can be done by rubbing a finger or breathing warm air on the application.
Examples: Stickers, labels and receipt tape.
- **High Temperature Ink:** This formulation disappears or changes color when heated up.
Examples: Great safety feature on labels for microwaveable products and hot beverages

Standard Temperatures: 8, 12, 15 C, 31 C (body-heat activated), and 45 C Custom Temperatures (upon request): between - 5 C and 65 C

PHOTOCHROMIC INK:

Photochromics are reversible color-changing inks that are invisible indoors and when taken outside into sunlight, will gain or develop their color. A variety of colors are available with the photochromic effect. The photochromic effect is most effective when printed onto a white background.

Printed photochromic inks and coatings are intended to be taken outdoors for reasonably short amounts of time, and not intended for prolonged exposure to sunlight.

Photochromics are a very interactive print technology that will create a unique effect and messaging for a brand or project by communicating with the consumer outdoors.

Ink Formulations Offered:

- UV Cure

GLOW- IN-THE-DARK INK:

Rowat has a UV cure Flexographic Glow-in-the-Dark (GID) ink. We have taken the traditional GID ink to the next level by developing it for use in Flexographic printing. There are many safety and promotional applications for these inks. By using high speed printing methods you can add this very popular special effect at a low incremental cost. Rowat's UV Flexo inks have also been used as a spot UV coating on the back side of offset presses where a spot UV Curable coating can be applied. This is traditionally done with a raised plate and an anilox and gives a very strong glow.

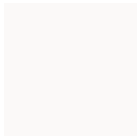

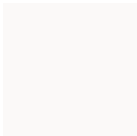

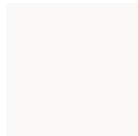

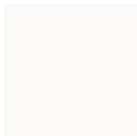

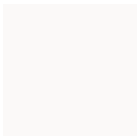

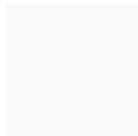

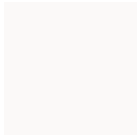

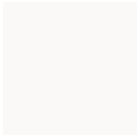
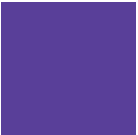
Speak with Rowat directly for more information on this process. For best results it is recommended that you print on a white or light background.

Ink Formulations Offered:



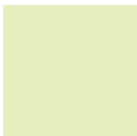





- UV Cure



COLORLESS TO COLOR INKS

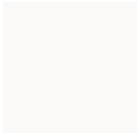

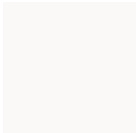

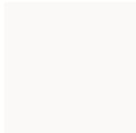

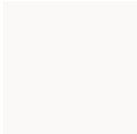

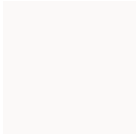

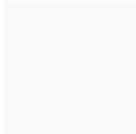

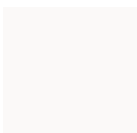

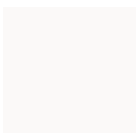

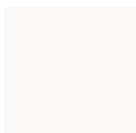

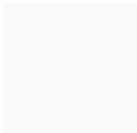

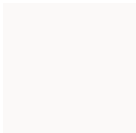

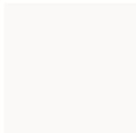

Warm	Cold	Warm	Cold	Warm	Cold
					
Residual	Magenta PMS 232	Residual	Red PMS 190	Residual	Orange PMS 170
					
Residual	Blue PMS 285	Residual	Aqua PMS 319	Residual	Green PMS 7733
					
Residual	Grey PMS 416	Residual	Purple PMS 266		

COLOR TO COLOR INKS

Warm	Cold	Warm	Cold	Warm	Cold
					
Pink PMS 190	Purple PMS 527	Yellow PMS 372	Orange PMS 178	Yellow PMS 372	Green PMS 7716
Warm	Cold				
					
Blue PMS 2915	Burgundy PMS 248				

Please refer to PMS reference for approximate color representation. Actual colors will vary depending on artwork, substrate, printing process and press conditions. For accurate color expectations we recommend a trial run for your project.

COLORLESS TO COLOR INKS

Indoor  Residual	Outdoor  Yellow PMS 136	Indoor  Residual	Outdoor  Blue PMS 2142	Indoor  Residual	Outdoor  Red PMS 7635
Indoor  Residual	Outdoor  Tan PMS 7571	Indoor  Residual	Outdoor  Teal PMS 7458	Indoor  Residual	Outdoor  Magenta PMS 7634
Indoor  Residual	Outdoor  Orange PMS 170	Indoor  Residual	Outdoor  Aqua PMS 2232	Indoor  Residual	Outdoor  Coral PMS 7410
Indoor  Residual	Outdoor  Green PMS 5575	Indoor  Residual	Outdoor  Purple PMS 7660	Indoor  Residual	Outdoor  Red-Violet PMS 681

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