



**PHOENIX INKS WB FLEXOGRAPHIC INKS  
FOR ALL PAPER SUBSTRATES**

Phoenix Inks have developed a new ink system suitable for all paper substrates, from high gloss clay coated material to uncoated white litho to top coated and economy thermal papers. This new system combines the ease of use and color strength of a traditional paper ink with the high resistance properties required for chill cabinet application, thus eliminating the need for a separate thermal ink. This unique product will give greatly reduced inventory costs when thermal papers are used and reduce the risk of using the wrong paper ink on the wrong substrate.

**PRODUCT SPECIFICATION**

A full product specification forms part of this data sheet and can be found on the reverse of this page. If you require additional information regarding specific applications, our technical department will be able to advise on the above number.

**PRODUCT RANGE**

- Full Pantone shade reference, including all 1012 Pantone mixes
- Balanced 4 color process set
- Higher pigment content if required (concentrates)
- Special I spot color mixes (min. 1kg)

**COMPATIBILITY**

Phoenix all paper inks have been formulated to be compatible with as many different water based inks as possible, to allow a smooth and cost effective change to this excellent system without wasting your current inventory. Mixing Phoenix all paper inks with other manufacturers' inks may reduce its resistance properties and have a detrimental effect on its printability, so be careful to check that the printed label has the resistance properties that you require.

**BWS LIGHTFAST PROPERTIES**

The minimum Blue Wool Scale reading for these products is 5. This grades the inks as 'permanent'. BWS 5 is considered sufficient for most labelling needs in the UK. BWS is a guide to resistance to the ultra violet rays under controlled conditions and should not be mistaken for outdoor weather resistance.

**HEAT RESISTANCE**

- 270°C Ink to Hot Metal Platten 2 sec dwell time @ 45 psi
- 230°C Ink to Hot Metal Platten 5 sec dwell time @ 45 psi

This exceptional heat resistance is suitable for many specialist applications, including direct thermal papers.



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**WATER RESISTANCE**

Maximum resistance will develop 24 hours after printing . Under normal conditions this will be suitable for chill cabinet application. No water based product is 'waterproof' . Inks will have varying degrees of water resistance, depending on their formulation.

For maximum resistance the use of the appropriate varnish is recommended .

**THERMAL TRANSFER**

Phoenix all paper products have been tested on a wide variety of different ribbons and will readily accept overprinting with those ribbons in most common use.

**FOIL BLOCKING | HOT FOIL STAMPING**

Phoenix all paper inks can be overprinted with hot foil ribbons. Results can vary according to the hot foil product selected.

**DIRECT THERMAL**

This unique ink has the built in resistance properties for chill cabinet application and will accept direct thermal overprinting without causing excessive wear to thermal print heads.

Suitable for both top-coated and economy thermal papers .

Do not use opaque titanium products , metallic's or fluorescent inks, as these may cause print head damage and do not always have the temperature and water resistance required for this application .

**CAUTIONS**

Modification of these inks with press-side additives, especially slip promoting agents, may have a detrimental effect on over printability. Due to the variation in ribbons, printers and their operating temperatures and characteristics, it is not possible to guarantee performance for all the possible combinations .

It is therefore important for printers to satisfy themselves as to suitability for end use application before commencing print runs. For maximum resistance properties on printed labels it is advisable to consider the use of the recommended UV cured varnishes and lacquers . Please check with our technical department if you have any concerns regarding resistance characteristics of any Phoenix Ink products.