



STRIKE-THRU EFFECT

What is Strike-Thru?

Strike-Thru is a visual effect that has wide appeal for many commercial applications on paper or paperboard substrates. It is achieved by printing M 16016 Dull Overprint Varnish in the last printing unit and wet-trapping the entire sheet with Gloss Work & Turn Coating. The result is a very pronounced contrast between the matte and gloss portions of the sheet. Coated papers are usually selected for a job like this. Gloss Work & Turn Coating is recommended for presses that do not have extended delivery or IR/Air Knives. Please refer to Technical Data Sheets for specific product information.

Advantages

In addition to the outstanding visual appearance, the primary processing advantage is the ability to pattern-apply the Dull Overprint Varnish and coat in-line with the advantages of fast drying and minimal spray powder. This image can be subtle corporate logos or impressive stripes, etc. The matte areas of the sheet are very resistant to burnishing and can be considered for applications where burnishing is a major concern.

Application of M 16016 Dull Overprint Varnish

It is important to ensure that enough of M 16016 Dull Overprint Varnish is being applied. A lighter application will result in less contrast. When pushing the film thickness upward, care should be exercised during the production run to ensure that blocking will not occur. Of course, this is a concern with an exaggerated heavy film thickness of any product.

Please contact your Rycoline Inc., The Printing Ink Company, sales representative for printed or wet samples for an evaluation. This is a genuine door opener!

TECHNICAL DATA SHEET

M 16016

Strike Thru Dull Sheetfed Overprint Varnish

Product Description

This low viscosity, high solids formulation yields excellent non piling properties. This Overprint is specially formulated to be used only during Strike Thru applications in which the Overprint is flood coated with RC9007 Gloss Work & Turn Aqueous Coating. This product is not to be used as a stand alone overprint.

Performance Characteristics

Excellent Matte Contrast When Printed Over Heavy Ink Coverage

Best Results Obtained When Thicker Film is Applied

High Solids

Physical Properties

Tack: 5.5 – 6.5 @ 90°F / 1200 rpm / 1 minute

Inkometer Stability: 0.3 – 0.8 typical tack rise per minute for 5 minutes

Oxidative Dry: 3 – 5 hrs / 0.5 mils on glass with film applicator

% Solids: 87 – 89

Special Instructions

Due to the high percentage of matting agent and the low viscosity of this product the following precautions should be observed:

1. pH of fountain solution should be kept above 4.0 to prevent retardation of the drying.
2. Reduce water settings on press as much as possible.
3. Oxidative dry and the potential for piling is adversely affected if above instructions are not adhered to.

TECHNICAL DATA SHEET

RC9007

GLOSS WORK & TURN AQUEOUS COATING

Product Description

RC9007 is formulated as an acrylic based aqueous coating for application to paper and paperboard with in-line coater/dampeners and blanket coaters. Typical applications include commercial or folding carton sheetfed work where fast drying and work & turn properties are important.

Performance Characteristics

- Good gloss and clarity.
- Good rub and scuff resistance.
- Suitable for many hot foil stamping and imprinting applications (evaluate first).
- Can be used as a general purpose coating.

Physical Properties

Viscosity: 19-21" #3 Zahn (Signature) @ 77°F

pH: 8.0 – 8.5 @ 77 °F

Solids: 37 – 39% Method 24

Specific Gravity: 1.05

Shelf Life: One year (unopened container)

Pigment Selection

Most aqueous coatings are alkaline in pH because of the presence of ammonia. We recommend that the printer avoid the use of inks containing pigments that may bleed or change colour when coming into contact with an aqueous coating. Pigments that typically exhibit this sensitivity to alkali include YS Rhodamine, BS Rhodamine, Methyl Violet, Fluorescent, Red Lake C, Alkali Blue (Reflex Blue) and possibly other pigments. Many pigments normally considered safe, may prove to be problematic in low color strength colour matches. The safest option is to use inks that are formulated to resist this potential to burn. As a precaution, we strongly recommend that new pigments and ink formulations be evaluated with this coating.