

Press Release

Discover: Metallic Milestones in Brilliance

Painesville, September 17, 2018. Under the theme “Discover”, ECKART opens up a new universe of possibilities for competitive differentiation through product refinement by metallic and pearlescent effect pigments for labels and packaging.

At the Labelexpo Americas 2018, September 25 – 27, in Rosemont / Illinois, ECKART will present new highly efficient silver inks conform to the Nestlé exclusion list. A variety of gravure ink labels in metallic and rainbow shades as well as illoom, a product and service portfolio for designers and brand owners, will be further highlights at ECKART’s booth # 947 in hall A.

ULTRASTAR and PRISMSTAR for Gravure Printing

At ECKART’s booth, a number of different surface and reverse printed pressure sensitive labels await the visitors. They are printed with the popular gravure inks ULTRASTAR GX-2807 and PRISMSTAR GX-5250. The labels show outstanding brilliance in silver, gold and blue metallic as well as an impressive rainbow shade with a coarse sparkling effect.

ULTRASTAR is the brand name for maximum brilliance in solvent-based metallic inks. They offer mirror-like effects on various substrates, not only for gravure, but also for flexo and screen printing. ULTRASTAR inks convince with luxury effects for packaging and label printing.

PRISMSTAR inks are based on very thin aluminum flakes with a holographic structure. They show an elegant chrome-like effect together with a rainbow shade, especially when viewed under direct light. PRISMSTAR can be printed in-line, allowing for efficient planning and process.

ULTRASTAR UV LED Select FP 58850 Silver

Our new flexo ink for labels and folding cartons is optimized as a dual-cure system for today’s UV LED curing technologies. ULTRASTAR UV LED Select FP series

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combines high metallic brilliance with good ability to topcoat and improved trapping in narrow and wide web flexo printed applications for paper, board, and film substrates.

This stable, one component UV LED curing ink stands out against alternatives like hot/cold foil stamping, and metallized substrates. Due to improved mileage, adhesion, and curing properties, this new silver ink is positioned to become the optimum choice for high quality at a reduced cost compared to foil substrates. ULTRASTAR UV LED Select FP 58850 Silver is BPA-free, with components conforming to the Nestlé exclusion list.

ULTRASHINE UV LED Select FP-58253 Silver

The new ULTRASHINE formulation has specifically been designed for applications utilizing UV or LED curing for flexo coaters on offset sheetfed presses. The stable, one component ink provides improved brilliance at a more cost-efficient price than foil or metallized substrates. With gains of 60+ gloss points over previous formulations, ULTRASHINE UV LED Select FP-58253 Silver shines brightly against alternative technologies like cold foil, hot foil stamping, and metallized substrates. The BPA-free ink will give unrivaled gloss on labels and folding cartons, with components conforming to the Nestlé exclusion list as well.

TOPSTAR UV LED Select 21-0250 Silver

With the highest dot-resolution possible in metallic inks, TOPSTAR UV LED Select 21-0250 Silver creates an exceptional metallic sheen and brilliance for offset applications. Its components conform to regulatory recommendations provided in the Swiss ordinance list, as well as the Nestlé exclusion list.

TOPSTAR UV LED Select 21-0250 Silver is multi-curing by either traditional UV, HUV, or LED UV sources. This ink offers exceptional price value, print resolution, and highest sheen available in the metallic offset ink market. Its formulation provides our best aesthetic performance for a secondary packaging offset ink, used where a functional barrier exists.

Based on ECKART's most efficient METALURE® pigment production technology,

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the formulation of TOPSTAR UV LED Select 21-0250 Silver stands in a new economical position with improved value over previous formulations.

illoom by ECKART: Boosting Designs with Metallic Effects

illoom. as a sub-brand is a communication platform of ECKART. illoom. represents a new platform for discussions with Design Agencies and Brand Owner companies on the subject of metallic effects. This gives Brand Owners & Design Agencies the opportunity to explore potential metallic effects for packaging at an early stage in the design process.

Furthermore illoom. understands the challenges that Designers and Brand Owners face when including metallic effects on packaging. The illoom. communication platform presents brilliant metallic print effects as a viable alternative to Hot / Cold foil stamping as well as metallised substrates and put real metallic printing effects into the hands of Designers to visualise brilliant effects in their design projects.

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About ECKART

The ECKART Group is one of the worldwide leading manufacturers of metallic effect and pearlescent pigments and metallic printing inks.

The group of companies currently with around 1,750 employees globally, develops, produces, and distributes metallic effect and pearlescent pigments in powder, paste and pellet form and also in concentrates, dispersions and print inks. ECKART products are used in printing, coatings, plastics, and lightweight concrete industries, as well as in cosmetics and personal care products. ECKART is currently represented in more than 70 countries. The company is a member of ALTANA AG. ALTANA develops and produces high quality, innovative products in the sector of specialty chemicals. Please find more information on the company and its products on our website: www.eckart.net

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