

Joncryl[®] LMV 7040

Key features and benefits

- low maintenance
- pH-neutral
- excellent resolubility

a low maintenance vehicle, pH-neutral, hard film-forming styrene-acrylic emulsion for use in water-based inks for paper, film and foil substrates

General information

Typical physical characteristics (not to be considered specifications)

appearance	translucent emulsion
non-volatile	45 %
molecular weight (wt. av.)	>200,000
viscosity at 25 °C (77 °F) (Brookfield)	600 mPa.s
pH	7.0
acid value (on solids)	115
glass transition temperature T _g (DSC)	28 °C (82 °F)
VOC weight (by GC analysis)	0.3 %
freeze/thaw-stable	yes

Applications

Joncryl® LMV 7040 emulsion is a low maintenance, pH-neutral, hard film-forming Rheology Controlled (RC) acrylic emulsion that provides good gloss and hold-out and rub resistance in ink formulations for paper, paperboard, primed foil and metalized substrates.

Joncryl® LMV 7040 emulsion can be used to formulate high performance inks that do not rely on press-side modifications of pH with ammonium hydroxide or organic amines.

Joncryl® LMV 7040 emulsion provides the flexibility, adhesion and water resistance necessary to formulate low pH maintenance inks for most paper, paperboard, and foil applications.

Typical formulations using Joncryl® LMV 7040

high-quality press-stable general-purpose ink

37.0 parts	Joncryl® LMV 7085 pigment concentrate*
51.4 parts	Joncryl® LMV 7040
5.0 parts	PE wax emulsion*
0.5 parts	defoamer
100.0 parts	

In order to obtain the maximum benefits of the LMV technology it is preferable to use a pigment concentrate based on Joncryl® LMV 7085.

high-quality pH-neutral pigment concentrates

27.3 parts	Joncryl® LMV 7085
0.5 parts	defoamer
27.2 parts	water
45.0 parts	organic pigment
100.0 parts	

* BASF also offers a full range of wax emulsions and dispersion resins.

For further detailed application information please contact our Technical Support Department.

Safety

When handling these products, advice and information given in the safety data sheet must be complied with. Further, protective and workplace hygiene measures adequate for handling chemicals must be observed.

Note

The data contained in this publication are based on our current knowledge and experience. In view of the many factors that may affect processing and application of our product, these data do not relieve processors from carrying out their own investigations and tests; neither do these data imply any guarantee of certain properties, nor the suitability of the product for a specific purpose. Any descriptions, drawings, photographs, data, proportions, weights, etc. given herein may change without prior information and do not constitute the agreed contractual quality of the product. It is the responsibility of the recipient of our products to ensure that any proprietary rights and existing laws and legislation are observed.

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