



UVD – POP Series

High Performance Multi-Purpose Digital Ink System

UVD-POP+ Series is a Point-of-Purchase, point of sale UV curable digital ink system. This series exhibits outstanding adhesion to a wide variety of common POP substrates. When properly cured, **UVD-POP+** has excellent resistance to common chemicals, including detergents and isopropyl alcohol, as well as the highest water and moisture resistance of any UV digital ink on the market today. This unique series is designed for interior or exterior durability on first or second surface applications.

Performance Properties

- Excellent chemical resistance
- Superb water/moisture resistance
- Flexible for multi-layer applications
- Extremely fast cure speeds
- Elevated color strengths for backlit applications
- Clean, strong, vivid colors offer a spectacular color array
- Superb post-print finishing

Curing / Processing Guidelines

UVD-POP has excellent curing speeds and is well suited for both flatbed and roll-to-roll presses. The **UVD-POP** ink system will not distort or waffle flexible media once cured. **UVD-POP** has been specifically engineered to replace existing UV based ink systems. Once cured, **UVD-POP** exhibits a very flexible vibrant & scratch resistant finish. It is recommended that **UVD-POP** be gently shaken and mixed prior to pouring into press.

The intensity of cure, weight or caliper of the material and/or elevated ambient temperatures and humidity of the printing and storage environments will influence block resistance.

Applications

UVD-POP is available for use on a wide variety of press and head types. **UVD-POP** is ideal for both flatbed and roll-to-roll equipment. Custom formulations and spot colors are available upon request. Please call today for more information

Recommended Substrates

- Polystyrene
- PETG
- Polycarbonate
- High Impact Polystyrene (HIPS)
- PVC
- Acrylic
- Vinyl Banner
- Coroplast
- Pressure Sensitive Vinyl
- HDPE*
- Coated Cardstocks

*Treatment is necessary

Storage Lightfastness

UVD-POP uses the highest grade of pigments available today. **UVD-POP's** exterior durability is largely dependant on the amount of ink deposited, which is directly related to the head type and nozzle size. When used at 100% strength, **UVD-POP's** estimated exterior durability is up to three years. A **UVD-POP** high performance clear is available for applications where extended durability is required. Please call for additional information. Care should be taken to store ink in tightly closed containers located in a cool (60 - 80°F/15-27°C) dark place. With suitable conditions, unopened ink is expected to have a shelf life of approximately twelve (12) months from date of manufacture.

Precautions

Read the material safety data sheet prior to processing. It contains instructions for precautions to be taken when handling inks. If ink comes in contact with skin, wipe ink off with a clean, dry cloth (do not use solvent). Wash and rinse the affected area with soap and water.

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