

# Joncryl<sup>®</sup> 7257

## Products Descriptions

Joncryl<sup>®</sup> 7257 is an acrylic based polymer developed for water-based gravure inks for shrink film application, can be applied to various substrate such as PVC, PP, PE, PET with good adhesion and printability, also provide good heat-resistance during the shrinking process with various film substrates.

## Key Features & Benefits

- Good adhesion on various substrates
- Alcohol tolerance
- Heat resistance
- Wet and dry wrinkle resistance
- Printability
- Compatibility with various pigment concentrate

## Chemical Composition

Styrene Acrylic emulsion

## Properties

### Appearance

Semi translucent emulsion

### Typical characteristics

*(Should not be interpreted as specifications)*

Non-volatile	41.5%
Acid Value (on solid)	21
pH (25°C)	8.1
Viscosity (mPa.s, 25°C)	40
Glass transition temperature Tg (DSC)	-10°C
MFFT	<5°C

## Application

Binder for shrink film ink.  
Binder for shrink label ink.

## Formulation Guidelines

Joncryl<sup>®</sup> 7257 can be used in conjunction with resin or surfactant based commercially available pigment concentrate and is compatible with standard ink-making materials.

## Starting Formulation

The following starting point formulations are recommended for initial evaluations of Joncryl<sup>®</sup> 7257. Additional optimization of the formulations may be required to achieve desired results for specific applications.

### White pigment concentrate

	Quantity / g
Ti-pure R960	60.0
Joncryl 7169	20.0
Dispex Ultra PX 4575	2.3
ACEMATT 607	0.5
Ethanol:H2O (Wt/Wt=1 / 1)	17.2
Total	100.0

### Finish Ink

	Quantity / g
White paste-J 7169	50.0
Joncryl 7257	29.3
Foamstar SI 2292	0.3
AB6080	2.0
Ethanol	9.9
Water	8.5
Total	100.0

Joncryl® 7257 TDS EN (05-2024)

#### Safety

When handling this product, please comply with the advice and information given in the safety data sheet and observe protective and workplace hygiene measures adequate for handling chemicals.

#### 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. The agreed contractual quality of the product results exclusively from the statements made in the product specification. It is the responsibility of the recipient of our product to ensure that any proprietary rights and existing laws and legislation are observed.

® = registered trademark, ™ = trademark of the BASF Group, unless otherwise noted

#### BASF East Asia Regional Headquarters Ltd.

45th Floor, Jardine House, No. 1 Connaught Place, Central, Hong Kong