

Pre-Metallisation Primer

Pre-Metallisation Primer (Coating):

Water-based Pre-Metallization Primer is a **specialized coating applied before aluminium metallization** to improve:

- Metal adhesion
- Surface smoothness
- Gloss after metallization

It acts as an **intermediate adhesion-promoting layer** between substrate and aluminium deposition.

Key Features:

- 100% water-based system
- Block-free coating
- Excellent wetting on substrates
- Strong adhesion to paper, BOPP, PET
- Excellent adhesion to aluminium
- High gloss after metallization
- Very good water resistance
- Ready-to-use formulation

Product Identification

Parameter	Details
Product Name	Pre-Metallisation Primer WB-300
Product Type	Water-Based Coating
Application	Base coating before vacuum metallization
Technology	Acrylic / Polymer dispersion
Recommended Substrate	Paper, BOPP, PET films
Application Method	Gravure, Flexo, Roller

Technical Data Sheet

Typical Physical Properties

Property	Value	Test Method
Appearance	Milky liquid	Visual
Solid Content	25– 27 %	ASTM D2369
pH	8 – 10	ASTM E70
Viscosity	80-150 sec (Ford Cup B4)	ASTM D1200
Density	1.02 – 1.05 g/cm ³	ASTM D1475

Application Guidelines

Surface Preparation

- Surface should be clean, dry, and dust free
- Corona treatment should be done before primer (coating) application

Application Methods

Method	Recommendation
Gravure	Preferred
Flexo	Suitable
Roller	High-volume furniture plants

Coating Weight - Typically 0.5 – 1.0 GSM

Drying Conditions

Parameter	Air Dry	Force Dry	Sanding Time
Typical Value	30-60 min	50 – 70°C	1-2 hours

Drying time depends on temperature, humidity, and substrate thickness.



Technical Data Sheet

Performance Properties

Property	Metal Anchorage	Vacuum Metalisation	Surface Energy Control	Coating Compatibility	Printing Ink & topcoats
Result	Improves	Enhances	High	Excellent	Excellent

End Use Applications

- Metallized paper for labels
- Gift wraps
- Cigarette packaging
- Decorative laminates
- Food packaging

Packaging

Packaging Type	HDPE Drum	HDPE Drum	IBC Tank
Quantity	50 Kg	200 Kg	1000 Kg

Storage & Shelf Life

Parameters	Storage Temp.	Shelf Life	Conditions
Details	5 – 35°C	6-12 months	Keep container tightly closed & avoid freezing or prolonged exposure to heat

