



## Metallized Paper Printing Primers

### Metallized Paper Printing Primers

Designed specifically for metallized paper substrates, these primers provide:

- Superior ink adhesion
- Uniform coating layer
- Enhanced color vibrancy
- Excellent compatibility with gravure and flexo inks

#### **Applications:**

- Premium packaging
- Labels
- Decorative paper
- High-quality printed materials



## Technical Data Sheet

### Water-Based Printable Primer for Metallized Paper

MetPrime WB-100 is a **water-based printable primer designed for metallized paper and metallized substrates**. It enhances **ink adhesion, print quality, and surface wettability** for UV, water-based, and solvent-based inks.

The product provides **excellent gloss, clarity, and resistance to water and oil**, making it suitable for **high-speed printing operations and premium packaging applications**.

Parameter	Details
Product Name	MetPrime WB-100
Product Type	Water-Based Printable Topcoat Primer
Application	Primer for Metallized Paper
Technology	Acrylic / Polymer dispersion
Recommended Substrate	Metallized Paper / Film
Application Method	Gravure, Flexo, Offset Coating

### Key Features and Benefits

Feature	Benefits
Water Based System	Environment Friendly
Excellent Adhesion	Strong bonding on metallised paper
Multi-ink Compatibility	Works with UV, WB & solvent inks
Low Coating Weight	Reduced Coating Cost
Low Foaming	Smooth Coating Finish
High Gloss & Clarity	Premium Paint appearance
Good Water & Oil Resistance	Suitable for Packaging

# Technical Data Sheet

## Typical Physical Properties

Property	Value	Test Method
Appearance	Milky white liquid	Visual
Solid Content	40 – 45 %	ASTM D2369
pH	8 – 10	ASTM E70
Viscosity	15 – 100 sec (Ford Cup B4)	ASTM D1200
Density	1.02 – 1.08 g/cm <sup>3</sup>	ASTM D1475
Drying Temperature	70 – 90°C	Internal method
Coating Weight	0.8 – 1 GSM	Application dependent

## Application Guidelines

### Surface Preparation

Ensure metallized paper is clean and dust free  
Corona treatment may improve adhesion

### Application Methods

Method	Recommended Range
Gravure Coating	0.8 – 1 GSM
Flexo Coating	0.8 – 1.2 GSM
Offset Coating	1 – 1.5 GSM

### Dilution

Can be diluted with 5–10% deionized water

### Drying Conditions

Drying temperature: 70 – 90°C  
High-speed printing compatible

# Technical Data Sheet

## Ink Compatibility

This primer supports printing with:

- UV Flexo Inks
- UV Offset Inks
- Water-based Flexo Inks
- Solvent Based Inks
- Thermal Transfer Printing

## Performance Properties

Property	Adhesion	Gloss	Water Resistance	Oil Resistance	Scratch Resistance	Printability
Result	Excellent	High	Excellent	Good	Good	Excellent

## End Use Applications

- Beer bottle labels
- Liquor labels
- Chocolate packaging
- Premium 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	12 months	Keep container tightly closed & avoid freezing or prolonged exposure to heat