

## W224 – Thermal Lamination Emulsion

The process of Thermal Lamination has seen tremendous growth over the past few years, mainly due to more and more customers moving such processes as lamination in house as an attempt to reduce their costs. The Thermal lamination process is also becoming the norm for the lamination of high quality books and commercial print work.

However with such processes it is generally recommended not to thermal laminate over metallic inks, Waterbased coatings or printed sheets which have been exposed to anti setoff powders. This can of course make it very difficult for the commercial printer. Without such aids as Waterbased coatings or anti setoff powders the printers runs the risk of setoff or delays in production while the conventional oil based inks dry.

The reasons for such restrictions are due to the possible reduction in bond strength and adhesion to the printed matter. As the heat sensitive adhesive is already applied to the laminate film little adjustment or improvement to adhesion can be made.

Having understood the Thermal Lamination process, its benefits and pitfalls ECS developed W224 as a way to improve the consistency of the process as well as aid the printer when first producing the printed work.

Like any standard Waterbased emulsion coating W224 provides the user with:

- A non enhanced finish
- High levels of rub resistance
- Fast drying properties
- Work and Turn abilities

However W224 has also been formulated to act as an additional adhesive improving the bond strength and adhesion between the film and printed matter.

W224 is applied in the same way as any normal Waterbased coating, via a dedicated coating unit (roller coat or Anilox). It is suitable for use over the majority of conventional inks including metallic inks and is suitable for the majority of Thermal Lamination films including polyester and polypropylene.

For further information regarding this product please consult the technical data sheet or contact a member of the technical team at ECS.