

# Shade card – a world of color solutions

BASF is a world leader in actively enhancing production processes and products within the printing and packaging industry.

BASF's Dispersions & Pigments division brings together all aspects of the production process – from R&D to logistics and servicing – offering integrated end-to-end solutions for the printing and packaging industry.

#### **BASF** pigments for packaging inks

This shade card presents BASF pigments for the formulation of packaging inks.

The products shown here are an attractive selection of classical and high-performance pigments for the formulation of water-based, solvent-based and radiation-curable inks for packaging applications using all printing technologies.

BASF pigments provide excellent color strength, vibrant, durable colors with the desired rheology for packaging inks applied on various substrates, including paper/cardboard/carton, plastics, foils and films.

For creative, attractive and colorful packages that increase the perceived value of food, beverages and consumer goods at point of sale, BASF supplies organic pigments under the brands Cinquasia®, Cromophtal®, Irgalite®, Irgazin®, Heliogen® and Paliotol®.

These are the ideal choice for high-quality and innovative packaging inks.

Cinquasia® high-performance red, magenta and violet quinacridone pigments that combine outstanding color strength, excellent dispersibility and transparency with excellent fastness to light, weather, heat and chemicals indicated for aqueous, solvent-based and energy-curable inks.

Cromophtal® a high-grade range of organic azo-condensation, dioxazine, pteridine and benzimidazolone pigments with high transparency, high color strength and very good fastness to light, heat, solvents and chemicals. The Cromophtal® range is comprised of many color shades providing good rheology and suitable for aqueous, solvent-based and energy-curable inks used in many packaging applications.

Heliogen® phthalocyanine blue and green pigments with high color strength, good transparency and extremely good fastness and weatherability properties, for aqueous, solvent-based and energy-curable inks for packaging applications. Heliogen® pigments are copper phthalocyanine pigments, with the exception of Heliogen® Blue D 7490, which is copper-free.



All the inks used to print color shade cards in this brochure, have been realized by using MIFAST high performance pigment dispersions.











Reg.-Nr.: 8Z0006

Irgalite® offers a wide range of azo pigments with excellent color strength, good transparency and rheology for aqueous, solvent-based and energy-curable inks. Relatively good fastness with various end-use requirements for printing inks.

Irgazin® high-performance yellow, red and orange organic pigments from DPP and isoindolinone chemical classes are characterized by their outstanding weathering resistance and top quality coloration. Highly indicated for applications where resistance to extreme conditions, coloristic, tinctorial properties and high transparency are required. Indicated aqueous, solvent-based and energy-curable formulations for all types of printing inks.

Paliotol® high-performance organic yellow pigments from greenish to reddish shades, mainly based on quinophthalone and isoindoline chemical classes. With excellent fastness, good rheology and high color strength, they are indicated for various printing inks like flexographic or gravure and are suitable for aqueous, solvent-based and energy-curable ink systems.

#### Solutions for a sustainable environment

BASF is dedicated to creating eco-friendly, sustainable solutions. The goal is to design products that help the global printing industry to comply with all necessary legislation while maintaining a high level of product performance.

As an example, BASF developed a new range of pigments certified for compostable packaging printing. The pigments are suitable for aqueous, solvent-based and UV curing ink systems and comply with standards such as EN 13432 in terms of heavy metals and eco-toxicity. All pigments in this range received the above pictured certifications.

BASF has also been signatory of Responsible Care<sup>®</sup>1 since 2006. This is a global chemical industry initiative aimed at achieving continuous performance improvements in the fields of environment, health and safety.

With regard to health and safety in use, BASF products are always fully up to date with the most recent regulations for use in food packaging and other sensitive applications. This makes BASF the most reliable supplier of raw materials for packaging inks.

Choosing our pigments means you get more than just color. At BASF, we create chemistry.



### **BASF** pigments for packaging inks

Products	Printed on paper	Printed on metal foil
Paliotol® Yellow D 0960 P.Y. 138 quinophthalone		
Cromophtal® Yellow L 0990 (old name: Cromophtal® Yellow 8GN) P.Y. 128 azo condensation		
Cromophtal® Yellow D 1040 (old name: Cromophtal® Yellow 3G) P.Y. 93 azo condensation		
Cromophtal® Yellow L 1061 HD (old name: Irgazin® Yellow 2088) P.Y. 151 benzimidazolone		
Paliotol® Yellow D 1155* P.Y. 185 isoindoline		
Irgalite® Yellow D 2175 (old name: Irgalite® Yellow D541G) P.Y. 14 diarylide o-toluidine		

Color patterns are flexo-printed at a concentration of 6% pigment on black & white HI-FI coat paper and vinyl-lacquered aluminium; 30 m/min printing speed

Fullshade (100 %): 1st print run at 120 lines/cm (9 gr/m²) 2nd print run at 100 lines/cm (10 gr/m²)

Applications										
offset	metal deco	gravure	flexo	screen	digital- inkjet	digital electrophotography	Solvent	Water	UV	Properties
••		••		••	•				••	diarylide free greenish yellow; excellent fastness, good transparency, high heat stability (above 200 °C) and highest brilliant greeninsh yellow; higher color strength and fastness than P.Y. 97
		••	••	••			••	••	••	value-in-use green shade yellow, highest transparency and good flow property
••		••	••	••				••	••	high-performance process yellow; greenish shade, high color strength, transparency, good viscosity; greener and higher fastness than P.Y. 180; alternative to P.Y. 13 and P.Y. 14 in metal deco ink
•		•	•		•	•		•	••	green-shade yellow with high opacity and good rheology
•	••	•	•	•	•		•		••	high color strength, greenish yellow, high gloss, transparency, good dispersibility and excellent rheology; diarylide, halogen and heavy metal free pigment; higher chroma and light fastness than P.Y. 180 and P.Y. 74
•		••	••	•			••	•	•	diarylide yellow, mainly used in Asia

recommended

limited suitable

### **BASF** pigments for packaging inks

Products	Printed on paper	Printed on metal foil
Cromophtal® Yellow D 1500 (old name: Cromophtal® Yellow GR) P.Y. 95 azo condensation		
Irgalite® Yellow D 1745 (old name: Irgalite® Yellow B3B0) P.Y. 83 diarylide		
Paliotol® Yellow D 1819 P.Y. 139 isoindoline		
Irgazin® Yellow L 2060 (old name: Irgazin® Yellow 3RLTN) P.Y. 110 isoindolinone		
Cromophtal® Orange K 2960 (old name: Cromophtal® Orange GP) P.O. 64 benzimidazolone		
Irgalite® Orange D 2980 (old name: Irgalite® Orange F2G) P.O. 34 diarylide pyrazolone		

Color patterns are flexo-printed at a concentration of 6% pigment on black & white HI-FI coat paper and vinyl-lacquered aluminium; 30 m/min printing speed

Fullshade (100 %): 1st print run at 120 lines/cm (9 gr/m²) 2nd print run at 100 lines/cm (10 gr/m²)



			Applica	ations						
offset	metal deco	gravure	flexo	screen	digital- inkjet	digital electrophotography	Solvent	Water	UV	Properties
••	••	•						••	••	high strength, good transparency and viscosity; process yellow shade for high performance offset ink; mid-shade yellow with good rheology
-	•	••	•	•					•	diarylide yellow with good fastness properties mainly used in Asia
••	••					•		•		reddish yellow with high heat stability (processing temperatures above 200°C), transparency and gloss; good rheology in NC inks; chlorine and heavy metal free
••	••	••	••		•		•	•	••	reddish yellow, semi-opaque with excellent viscosity
		•	••	••		•	••	•	••	high strength, reddish orange benzimidazolone with good flow and high opacity
	•••									strong yellow shade with good flow properties; excellent strength and high transparency; good soap, light and solvent fastness

limited suitable

recommended

### **BASF** pigments for packaging inks

Products	Printed on paper	Printed on metal foil
Cromophtal® Scarlet D 3430 (old name: Cromophtal® Scarlet RT) P.R. 166 azo condensation		
Cromophtal® Scarlet D 3540 (old name: Cromophtal® Scarlet RN) P.R. 166 azo condensation		
Cromophtal® Red D 3635 (old name: Cromophtal® Red BT) P.R. 144 azo condensation		
Cromophtal® Red D 3890 (old name: Cromophtal® Red BRN) P.R. 144 azo condensation		
Irgazin® Red D 3656 HD (old name: Cromophtal® Red 2030 (SA)) P.R. 254 DPP		



			Applica	ations						
offset	metal deco	gravure	flexo	screen	digital- inkjet	digital electrophotography	Solvent	Water	UV	Properties
••	••	••						••	••	high-performance lake red C shade; excellent dispersibility with high color strength, gloss and transparency
••	••	••		••				••	••	high-performance lake red C shade; excellent dispersibility
••	••	••							••	high strength yellow-shade red; transparent with excellent stability
••	••	•	•	••			••	•	••	mid-shade red with excellent light fastness
		••								opaque, versatile mid-shade red; high value in use with high coloration

### **BASF** pigments for packaging inks

Products	Printed on paper	Printed on metal foil
Irgalite® Red D 3785 (old name: Irgalite® Red C2B) P.R. 48:2 azo 2B toner (Ca)		
Irgalite® Rubine D 4240 (old name: Irgalite® Rubine 4BGL) P.R. 57:1 4B toner (Ca)		
Irgalite® Rubine D 4242 (old name: Irgalite® Rubine 4BL) P.R. 57:1 4B toner (Ca)		
Irgalite® Rubine D 4280 (old name: Irgalite® Rubine 4BV) P.R. 57:1 4B toner (Ca)		
Cinquasia® Pink D 4450 (old name: Cromophtal® Pink PT (SA)) P.R. 122 quinacridone		
Cinquasia® Magenta L 4540 (old name: Cinquasia® Magenta RT-355-D) NA quinacridone		

Color patterns are flexo-printed at a concentration of 6% pigment on black & white HI-FI coat paper and vinyl-lacquered aluminium; 30 m/min printing speed

Fullshade (100 %): 1st print run at 120 lines/cm (9 gr/m²) 2nd print run at 100 lines/cm (10 gr/m²)



			Applica	ations						
offset	metal deco	gravure	flexo	screen	digital- inkjet	digital electrophotography	Solvent	Water	UV	Properties
••	•	••	••	•			••	••	••	mid-shade red with high strength, good flocculation resistance
		••	••			•	••		••	strong, transparent with good flow; bluer shade with exceptional gloss
		••	••				••			strong, transparent with good flow and gloss; mid-shade rubine
		••	••	•				••	•	no. 1 process magenta offer; strong, high transparency with excellet non- gelling properties
••	••	••	••	•	•	•	••	••	••	blue magenta quinacridone pigment; high color strength, excellent bleeding resistance
••	-	••	••	-	••	•				yellow shade magenta pigment; excellent rheology and viscostability in UV inkjet inks, combined with high color strength, transparency

limited suitable

recommended

### **BASF** pigments for packaging inks

Products	Printed on paper	Printed on metal foil
Cromophtal® Violet D 5700* (old name: Cromophtal® Violet B) P.V. 37 dioxazine violet		
Cromophtal® Violet D 5800 (old name: Cromophtal® Violet GT) P.V. 23 dioxazine violet		
Heliogen® Blue D 6700 T P.B. 15:6 Cu phthalocyanine blue		
Heliogen® Blue D 7079 P.B. 15:3 Cu phthalocyanine blue		
Heliogen® Blue D 7086 P.B. 15:3 Cu phthalocyanine blue		

			Applic	ations						
offset	metal deco	gravure	flexo	screen	digital- inkjet	digital electrophotography	Solvent	Water	UV	Properties
		••	••	•	•	•	••	•	••	strong, red-shade dioxazine violet with good dispersibility; high-performance replacement for basic dye complexes
••	••	••	••	••	•	•	••	•	••	all-round product with high compatibility in almost all solvent based systems; best reddish shade; high transparency, high gloss, multi-purpose
		••	••	••			••	••	••	highly transparent phthalocyanine blue; unique shade, most reddish Cu phthalocyanine grade; abrasion free
	••			••				••	••	readily dispersable, high color strength, good flow properties
				••		•		••		standard process cyan blue with high strength and transparency

### **BASF** pigments for packaging inks

Products	Printed on paper	Printed on metal foil
Heliogen® Blue D 7088 (old name: Irgalite® Blue GLO) P.B. 15:3 Cu phthalocyanine blue		
Heliogen® Blue D 7092 P.B. 15:3 Cu phthalocyanine blue		
Heliogen® Blue D 7110 F (old name: Irgalite® Blue GLVO) P.B. 15:4 Cu phthalocyanine blue		
Heliogen® Blue D 7490* P.B. 16 metal free phthalocyanine blue		
Heliogen® Green D 8725 P.G. 7 Cu phthalocyanine green, halogenated		
Heliogen® Green D 8730 P.G. 7 Cu phthalocyanine green, halogenated		

Color patterns are flexo-printed at a concentration of 6% pigment on black & white HI-FI coat paper and vinyl-lacquered aluminium; 30 m/min printing speed

Fullshade (100 %): 1st print run at 120 lines/cm (9 gr/m²) 2nd print run at 100 lines/cm (10 gr/m²)

			Applica	ations						
offset	metal deco	gravure	flexo	screen	digital- inkjet	digital electrophotography	Solvent	Water	UV	Properties
	••	••		••	•	•	•	••	•	greenish shade, excellent flow, multi- purpose; excellent dispersibility and high color strength
••	••	•	•	•			•	-		super dispersion and low viscosity
	••	••		•	••	•		•		industrial standard P.B. 15:4, benchmark for gravure ink; greenish shade blue; suitable for most solvent based resin systems; best rheology, gloss, transparency, performance and color strength
••	••	••	••	••			•	••	••	first choice when metal free inks are required
•		••	••	••			••		••	green with excellent flow, multi- purpose; excellent dispersibility and high color strength
••		••		••	-	•	-		••	universal grade for all ink types

recommended

limited suitable

<sup>\*</sup> DINCertco and Vincotte certified the products according to EN 13432

# Physical data and fastness properties

Current name	Former name	Colour index	Chemistry	
Paliotol® Yellow D 0960		P.Y. 138	quinophthalone	
Cromophtal® Yellow L 0990	Cromophtal® Yellow 8GN	P.Y. 128	azo condensation	
Cromophtal® Yellow D 1040	Cromophtal® Yellow 3G	P.Y. 93	azo condensation	
Cromophtal® Yellow L 1061 HD	Irgazin® Yellow 2088	P.Y. 151	benzimidazolone	
Paliotol® Yellow D 1155		P.Y. 185	isoindoline	
Irgalite® Yellow D 2175	Irgalite® Yellow D541G	P.Y. 14	diarylide o-toluidine	
Cromophtal® Yellow D 1500	Cromophtal® Yellow GR	P.Y. 95	azo condensation	
Irgalite® Yellow D 1745	Irgalite® Yellow B3B0	P.Y. 83	diarylide	
Paliotol® Yellow D 1819		P.Y. 139	isoindoline	
Irgazin® Yellow L 2060	Irgazin® Yellow 3RLTN	P.Y. 110	isoindolinone	
Cromophtal® Orange K 2960	Cromophtal® Orange GP	P.O. 64	benzimidazolone	
Irgalite® Orange D 2980	Irgalite® Orange F2G	P.O. 34	diarylide pyrazolone	
Cromophtal® Scarlet D 3430	Cromophtal® Scarlet RT	P.R. 166	azo condensation	
Cromophtal® Scarlet D 3540	Cromophtal® Scarlet RN	P.R. 166	azo condensation	
Cromophtal® Red D 3635	Cromophtal® Red BT	P.R. 144	azo condensation	
Cromophtal® Red D 3890	Cromophtal® Red BRN	P.R. 144	azo condensation	
Irgazin® Red D 3656 HD	Cromophtal® Red 2030 (SA)	P.R. 254	DPP	
Irgalite® Red D 3785	Irgalite® Red C2B	P.R. 48:2	azo 2B toner (Ca)	
Irgalite® Rubine D 4240	Irgalite® Rubine 4BGL	P.R. 57:1	4B toner (Ca)	
Irgalite® Rubine D 4242	Irgalite® Rubine 4BL	P.R. 57:1	4B toner (Ca)	
Irgalite® Rubine D 4280	Irgalite® Rubine 4BV	P.R. 57:1	4B toner (Ca)	
Cinquasia® Pink D 4450	Cromophtal® Pink PT (SA)	P.R. 122	quinacridone	

Physical data			Resistance to solvents					
density	bulk volume (L/Kg)	specific surface (m²/g)	oil absorption (g/100 g)	water	ethanol	ethyl acetate	methyl-ethyl ketone (MEK)	Print light fastness
1.82	2.5	24	28	4 - 5	4 - 5	4 - 5	4	7
1.49	4	82	62	5	4 - 5	4 - 5	4 - 5	7 - 8
1.45	3.8	82	65	5	5	5	4 - 5	7
1.54	3.2	26	50	5	4 - 5	5	4 - 5	7 - 8
1.49	4	36	52	4 - 5	4 - 5	4 - 6	4 - 5	7
1.6	4.4	18	23	5	5	3	3	4
1.41	4.3	57	70	5	5	4 - 5	4 - 5	6 - 7
1.5	4.1	11	33	5	5	4	4	7
1.6		55	51	4 - 5	3	2 - 3	2 - 3	7
1.8	2.2	27	38	5	4 - 5	4	3 - 4	7 - 8
1.6	2.8	27	60	5	4 - 5	5	5	7
1.4	6.2	61	64	5	4	4	3	6
1.42	3.7	54	46	5	4 - 5	4	3 - 4	7 - 8
1.49	5.1	29	55	5	4 - 5	4 - 5	4 - 5	7 - 8
1.5	4.3	68	52	5	4 - 5	4	3 - 4	7
1.49	3.5	34	63	5	4 - 5	4 - 5	4 - 5	7 - 8
1.67	5.6	27	42	5	4 - 5	4 - 5	4 - 5	7 - 8
1.68	4.4	49	52	5	3 - 4	4	3 - 4	6
1.64	2.8	65	72	2	3	4	4	6
1.63	2.8	69	72	4	4	4 - 5	4	6
1.63	2.5	86		5				5 - 6
1.47	6.8	63	65	5	3	3 - 4	3 - 4	7 - 8

## Physical data and fastness properties

Current name	Former name	Colour index	Chemistry	
Cinquasia® Magenta L 4540	Cinquasia® Magenta RT-355-D	NA	quinacridone	
Cromophtal® Violet D 5700	Cromophtal® Violet B	P.V. 37	dioxazine violet	
Cromophtal® Violet D 5800	Cromophtal® Violet GT	P.V. 23	dioxazine violet	
Heliogen® Blue D 6700 T		P.B. 15:6	Cu phthalocyanine blue	
Heliogen® Blue D 7079		P.B. 15:3	Cu phthalocyanine blue	
Heliogen® Blue D 7086		P.B. 15:3	Cu phthalocyanine blue	
Heliogen® Blue D 7088	Irgalite® Blue GLO	P.B. 15:3	Cu phthalocyanine blue	
Heliogen® Blue D 7092		P.B. 15:3	Cu phthalocyanine blue	
Heliogen® Blue D 7110 F	Irgalite® Blue GLVO	P.B. 15:4	Cu phthalocyanine blue	
Heliogen® Blue D 7490		P.B. 16	metal free phthalocyanine blue	
Heliogen® Green D 8725		P.G. 7	Cu phthalocyanine green, halogenated	
Heliogen® Green D 8730		P.G. 7	Cu phthalocyanine green, halogenated	

### **Test methods**

### BASF pigments for packaging inks

### **Density (DIN 51757)**

Density was determined at 20 °C using the helium pycnometer and is expressed in g/cm³. Helium was used as the test gas since air and nitrogen can be absorbed into the pigment surfaces.

#### **Bulk volume**

Bulking volume was measured by tamping a specified weight of pigment to constant volume under moderate pressure. The test was based on our internal standard operating procedure.

### Specific surface

Specific surface was measured by the nitrogen adsorption method described by BET and is expressed by m²/g (Brunauer, Emmet, Teller, "Journal Amer. Chem. Soc." 57, 1954)

#### Oil absorption (DIN 53199)

Oil absorption was determined by the spatula method as expressed in grams of linseed oil per 100 grams of pigment.

### **Light fastness ISO 12040:1997 (E)**

A test piece was exposed, along with blue wool references, to xenon arc light. Light fastness was evaluated by noting the blue wool standard, which had undergone the same color change as the test print equivalent to ISO Gray Scale 3 and ISO Gray Scale 4 for higher light fastness. Determined for full shade.

#### **Solvent resistance**

Pigment is weighed into a filter which is then inserted into the respective solvent for 24h at room temperature. The test was based on our internal standard operating procedure.

Physical data			Resistance to solvents					
density	bulk volume (L/Kg)	specific surface (m²/g)	oil absorption (g/100 g)	water	ethanol	ethyl acetate	methyl-ethyl ketone (MEK)	Print light fastness
1.57	2.3	75	66	5	4	4 - 5	4 - 5	7 - 8
1.35	2.9	61	52	5	4 - 5	4 - 5	4	7 - 8
1.46	2.8	58	49	5	4 - 5	4	4	7 - 8
1.57		58	40	5	5	5	5	7 - 8
1.59		62	59	5	5	5	5	7 - 8
1.62		68	34	5	4 - 5	5	4 - 5	7 - 8
1.62	3.4	51	42	5	4 - 5	4 - 5	4	7 - 8
1.63		70	56	5	4 - 5	5	4 - 5	7 - 8
1.59	2.8	49	41	5	3	4 - 5	4	7 - 8
1.45		72		4	4	4 - 5	4	7 - 8
2.1		61	_	5	2	3	3	7 - 8
2.2		60	28	5	5	4	4	7 - 8

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