



**GANS INK
& SUPPLY CO.**



**LONGEVITY
THROUGH
INTEGRITY**

Brilliant Metallic Silver

Want to achieve a foil-like silver image without the time consuming buyout or the expense of having an embossing die made? Our new **Brilliant Metallic Silver** has been formulated with state of the art *vacuum metallized pigments*, ultra-flat metal particles that exhibit maximum leafing properties, rising to the surface of the ink film and interlocking to form a mirror-like finish that rivals foil, *at a fraction of the expense!*

TECHNICAL PERFORMANCE DATA

Brilliant Silver Item Code

Gans Brilliant Metallic Silver: **A134765**

Ink Tack Reading

Gans Brilliant Metallic Silver: Tack **9.5**

The above tack readings are taken at 1200 RPM, 1 minute, 90° F, Thwing Albert 101 Inkometer.

Set Speed

Gans Brilliant Metallic Silver rated 75 out of 100 on Gans' internal scale for set speed on a #1 gloss coated sheet. While this brilliant metallic ink is considered a specialty application product, not a typical production ink, its set speed is very similar to standard metallic inks.

Scuff-Resistance

Due to the high-leafing nature of this specialized metallic pigment, the surface of this ink is vulnerable to vigorous processing or handling – *but no more so than standard metallic inks*. For better scuff resistance an overprint varnish or aqueous coating can be applied, however a decrease in brilliance may result. Anecdotal reports from printers indicate that Gans Brilliant Metallic Silver maintains a *higher level of brilliance* under varnish than conventional metallics. To minimize the reduction in metallic sheen under varnish or coatings, any overprint coating should be applied offline as a second pass, allowing the pigments to fully leaf before being sealed by an overprint coating.

Stay Open (Skin Time)

Gans Brilliant Metallic Silver will not begin to develop a skin in the can or the fountain for at least 5 hours. Extreme ambient temperatures will affect this stay open period.

Post Processing

Due to the high-leafing nature of this specialized metallic pigment, intercoat adhesion with UV coatings and laminates can be limited. Pre-testing is strongly recommended to determine suitability.

Recommended Substrates

The selection of the substrate can have a significant impact on the foil-like appearance of our Brilliant Metallic Silver. Very absorbent or uneven substrate surfaces will prevent the vacuum metallized pigments from leafing into an interlocking orientation, resulting in inferior brilliance. Premium substrates with smooth, glossy finishes will allow this unique metallic ink to achieve its full brilliant potential. On a lesser substrate it can be advantageous to seal the surface with a suitable primer first, in order to improve the final brilliance.

Gans Brilliant Metallic Silver has been formulated to adhere to synthetic substrates, such as vinyl or plastic, with a minimum surface dyne of 38-40 dynes/cm (see Gans technical bulletin on *Surface Energy*).

Printing Tips and Recommendations

■ Gans Brilliant Metallic Silver, through higher brilliance and excellent transfer properties, can achieve as much as a 10% higher yield than a standard metallic ink.

■ To avoid potential drying and tarnishing problems, fountain solution pH levels should approach neutral; ideally 5-5.5. Anecdotal reports from printers indicate that the addition of 3% hydrogen peroxide to the fountain can significantly improve drying time.

Gans Brilliant Metallic Silver - Achieve a mirror-like reflective finish unlike any metallic ink you've ever seen!