

# Technical Data Sheet

## KS-535

Angle Dependent  
Metallic Red UV Coating



### Product Description

KS-535 is formulated with an effect pigment to be used as a special effect UV coating. KS-535 can be applied in-line over UV or hybrid UV ink, or offline over oil base sheetfed ink. Typical applications include commercial sheetfed printing on paper and paperboard substrates where excellent gloss and minimal gloss-back are desired. For additional information regarding assistance and applications, please contact your KUSTOM SERVICES, INC. representative.

### Performance Characteristics

- Color changes from Turquoise to Brilliant Silver to Metallic Red depending on the angle
- Excellent cure response
- Considered foil-stampable and glueable (recommend testing first)
- Typical recommended application volume is 7-12 BCM

### Physical Properties

- Viscosity 25 - 30 sec. #4 Zahn
- Specific Gravity 1.15
- Solids > 99%

### End Use Considerations

**KS-535 contains an effect pigment that will settle. Care needs to be taken to ensure the pigment stays in suspension by mixing thoroughly before and during press runs.** KS-535 should be evaluated under production conditions using the actual ink system and substrate to ensure that leveling, intercoat adhesion, gloss and other performance characteristics are acceptable. In general, UV coatings may not exhibit complete intercoat adhesion over some substrates. A primer may be considered for use if this property needs to be improved.

### Storage and Handling Information

Care should be taken not to expose radiation curable products to temperatures exceeding 100°F for prolonged periods of time or to direct sunlight. Storage must be in a cool, shaded, well-ventilated and dry area. To do otherwise might cause uncontrollable polymerization of the product with generation of heat. Do not store this material under an oxygen-free atmosphere. This material should not be stored for more than six (6) months.

Certain precautions should be taken when handling this product. Please refer to the Safety Data Sheet (SDS) for further details. This product contains materials that may cause moderate skin injury (reddening and swelling) and/or sensitization. Since irritation may not occur immediately, contact can go unnoticed. Consult the SDS for appropriate equipment prior to using this or any other materials referred to in this Technical Data Sheet.

### FOR YOUR PROTECTION:

The information and recommendations in this publication are, to the best of our knowledge, reliable. Suggestions made concerning uses or applications are only the opinion of KUSTOM SERVICES, INC., and users should make their own tests to determine the suitability of this product for their own particular purposes. However, because of numerous factors affecting results, KUSTOM SERVICES, INC. makes no warranty of any kind, expressed or implied, including those of merchantability and fitness for particular purpose, other than that the material conforms to its applicable current Standard Specifications. Standard Specifications, although current at the time of publication, are subject to change without notice. Please refer to the SDS for additional information.

DATE REVISED: 04/12/2018