



Artizan AF

a unique clean colour



Artizan AF

Artizan **AF** is a new range of high strength, liquid Ultramarine Blues, which have been specifically developed for the **A**queous **F**lexographic ink market. The range consists of two new products Artizan AF-S and Artizan AF-R, which are surfactant, and resin based colorants respectively. Artizan AF-S and AF-R are aqueous dispersions with a pigment loading of approximately 60%.

AF-S versus AF-R

AF-S	AF-R
Surfactant based	Acrylic resin based
Freedom of formulation	Easy to incorporate
Wide compatibility	Excellent transfer

Colour Index: Pigment Blue 29

Table 1 shows typical physical data for each product.

Table 1

Physical Data	Test Method*	AF-S	AF-R
Viscosity (cPs) 20°C	1.8,1		
Brookfield spindle 4, 5 rpm		12400	16000
Brookfield spindle 4, 50 rpm		1600	2320
Density	1.8,4	1.50	1.45
Pigment content %	1.8,3	57	55
Resin content % (approx.)		-	7
pH	1.8,2	7.0-8.0	8.0-9.0

* Test methods available on request.

Low Level Security



Ultramarine Blue

Pantone Match (PMS 286)

Blue (4 Colour Process)

Outstanding Features

- Unique clean colour
- High colour strength
- VOC free
- Glycol free
- Heavy metal free
- Excellent lightfastness
- Non-migratory
- Easy to disperse
- FDA approved formulants
- Security possibilities

Unique Colour

The unique colour of Holliday Pigments ultramarine blue enables users to produce strong, bright, red shade blue inks. In addition to the obvious aesthetic qualities, the Artizan range also offers low level security possibilities.

The Artizan colour cannot be matched by other pigment combinations. This property can be exploited in applications such as concert, travel or sporting event tickets to provide an anti-counterfeit solution. The colour demonstrations shown above clearly highlight the unique ultramarine colour when it is compared to both a pantone equivalent blue or a typical 4 colour process blue.