

# AVIENT SPECIALTY INKS

## PRODUCT INFORMATION BULLETIN



## INFINITE FX IMAGEBRITE REFLECTIVES

Avient™ Specialty Inks INFINITE FX IMAGEBRITE are retro-reflective inks with enhanced visibility for fashion and novelty type designs. ImageBrite Reflectives, when exposed to a focused beam of light will reflect light back to the light source.

### HIGHLIGHTS

- ▶ IMAGEBRITE BASE | 2540  
IMAGEBRITE LITE GRAY | 2542  
IMAGEBRITE PLATINUM | 2544
- ▶ State-of-the-art reflectivity on light and dark garments
- ▶ Ready-for-use or tintable. One part formulation
- ▶ Excellent adhesion to fabrics, good post-wash reflective response
- ▶ Suitable for fashion and novelty print designs

### PRINTING TIPS

- ▶ Stir inks before printing
- ▶ Use consistent, high-tensioned screen mesh and sharp edged squeegees for best print results
- ▶ 2540 ImageBrite Reflective Base is a clear reflective base that can be printed as is or tinted. 2542 ImageBrite Reflective Lite Gray is a clear reflective ink pre-tint to a light gray color. 2544 ImageBrite Reflective Platinum combines reflective media and metallic flakes for a silver reflective appearance
- ▶ For best reflective properties, print ImageBrite directly to open weave fabrics. Direct printing allows the ink to sink into the fabric leaving the reflective media on top for brilliant reflectivity
- ▶ ImageBrite Reflectives are not recommended on tightly woven fabrics such as nylon or printed over an underbase as this will diminish the reflectivity properties
- ▶ Proper ink deposit is critical to achieve best reflectivity results. Recommend using single print with single or double stroke and proper mesh counts. Pre-test suitability for reflectivity, opacity and durability before production
- ▶ Imagebrite Reflective inks work well on dark fabrics but are not highly saturated. The color under normal lighting will vary with the fabric color
- ▶ It is recommended to outline images printed with Imagebrite Reflective Base or Lite Gray with a white or contrasting color for the design to be visible in all light levels
- ▶ 2540 ImageBrite Reflective Base can be tinted with plastisol colorants. See Pigment Loading section for suggested percentages. Limit the % colorant added to maintain best reflectivity
- ▶ For best care, hand wash or machine wash on cold cycle with garment inside-out Label garments with suggested wash instructions

### COMPLIANCE

- ▶ Non-phthalate
- ▶ For individual compliance certifications and conformity statements, please visit [www.avientspecialtyinks.com/services/compliance-support](http://www.avientspecialtyinks.com/services/compliance-support)

### PRECAUTIONS

The information above is given in good faith and does not release you from testing inks and fabrics to confirm suitability of substrate and application process to meet your customer standards and specifications

### RECOMMENDED PARAMETERS



#### Fabric Types

100% cotton, cotton blends, some synthetics



#### Mesh

Count: 110-160 t/in (43-62 t/cm)  
Tension: 25-35 n/cm2



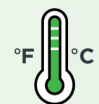
#### Squeegee

Durometer: 70/90/70, 70  
Profile: Square, Sharp  
Stroke: Medium flood, Medium stroke  
Angle: 10-15%



#### Stencil

2 over 2  
Off Contact: 1/16" (.2cm)  
Emulsion Over Mesh: 15-20%



#### Flash & Cure

Flash: 220°F (105°C)  
Cure: 320°F (160°C)



#### Pigment Loading

up to 2% Wilflex PC  
up to 3% Wilflex EQ  
up to 5% Wilflex MX/RIO  
upto 3% Rutland C3 Boosters



#### Additives

K2915 CURABLE REDUCER - 5% max



#### Storage

65-90°F (18-32°C)  
Avoid direct sunlight  
Use within one year of receipt



#### Clean Up

Dispose unused ink responsibly. Standard plastisol cleaners, press wash, or ink degradant



#### Health & Safety

Find SDS information here:  
[www.avient.com/resources/safety-data-sheets](http://www.avient.com/resources/safety-data-sheets)  
or contact your local CSR



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