

The reference in water-based grind resins

Joncryl® HPD 396: Highly efficient at high quality

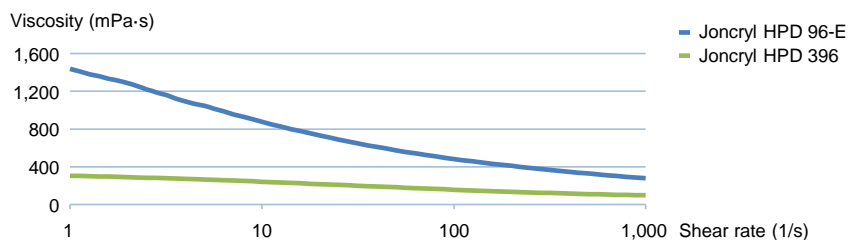


The reference in grind resin solutions redefines the standard. **Joncryl HPD 396** offers improved performance in grinding and final ink formulation while improving efficiency. High pigment loading, improved shock stability, and compliance with latest food contact legislation makes this generation a worthy successor to Joncryl HPD 96-E.

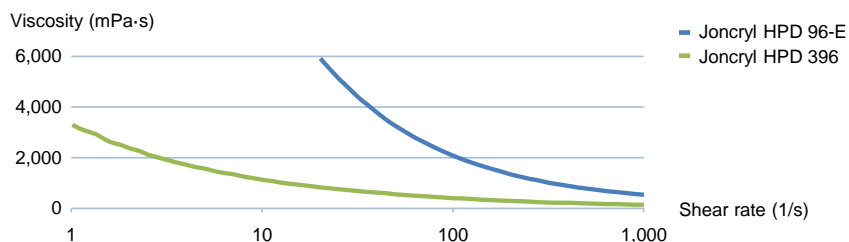
At a glance

Solids (%)	31.5	pH	8.5
Viscosity (mPa·s)	400	AN	185
Mw (wt.av.)	10,000	Tg (°C)	91

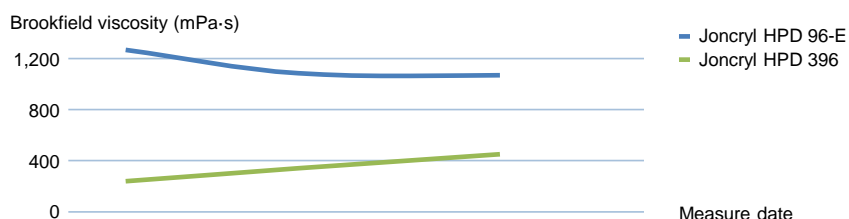
Joncryl HPD 396 versus Joncryl HPD 96-E: High pigment loading at lower viscosity, improved shock stability, better dispersion and ink viscosity stability
Heliogen® Blue D 7088 44% pigment load – Rheology profiles



Irgalite® Rubine D 4280 38% pigment load – Rheology profiles



Heliogen® Blue D 7088 44% pigment load – Stability @ 40°C



Performance

- Higher pigment loading at lower viscosity for more color strength
- More cost-efficiency in grinding and ink formulation
- Improved shock stability for use in automated dispensing equipment
- Prolonged storage stability for more flexibility in the supply chain

Sustainability

- Product line improving production efficiency
- Reduced grinding time





Contacts

Asia
BASF East Asia
Regional Headquarters Ltd.
45/F, Jardine House
No. 1 Connaught Place Central
Hong Kong

Phone: +852 2731-0111

dispersions-pigments-asia@
basf.com

Europe, Africa, West Asia
BASF Nederland B.V.
Resins & Additives
Innovatielaan 1
8447 SN Heerenveen
The Netherlands

Phone: +31 51 3619-619

resins@basf.com
www.basf.com/resins

North America
BASF Corporation
24710 W. Eleven Mile Road
Southfield,
Michigan 48033
USA

Phone: +1 800 231-7868

www.basf.us/dpsolutions

South America
BASF S.A.
Av. Nações Unidas 14.171,
11 andar, Crystal Tower
04794-000
São Paulo, Brazil

Phone: +55 11 2039-2300

packaging-sa@basf.com

BASF SE, 67056 Ludwigshafen, Germany

The data contained in this publication are based on our current knowledge and experience. In view of the many factors that may affect processing and application of our product, these data do not relieve processors from carrying out their own investigations and tests; neither do these data imply any guarantee of certain properties, nor the suitability of the product for a specific purpose. Any descriptions, drawings, photographs, data, proportions, weights etc. given herein may change without prior information and do not constitute the agreed contractual quality of the product. The agreed contractual quality of the product results exclusively from the statements made in the product specification. It is the responsibility of the recipient of our products to ensure that any proprietary rights and existing laws and legislation are observed. When handling these products, advice and information given in the safety data sheet must be complied with. Further, protective and workplace hygiene measures adequate for handling chemicals must be observed.

® = registered trademark of the BASF Group