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 grounds
- 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

PRECAUTIONS

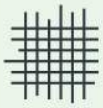
The information above is given in good faith and does not release you from testing inks and fabrics to confirm suitability of substrate and application process to meet your customer standards and specifications

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
or contact your local CSR

AVIENT SPECIALTY INKS

V1.00 (Modified: 05/10/2021)

2021, Avient Corporation. Avient makes no representations, guarantees, or warranties of any kind with respect to the information contained in this document about its accuracy, suitability for particular applications, or the results obtained or obtainable using the information. Some of the information arises from laboratory work with small-scale equipment which may not provide a reliable indication of performance or properties obtained or obtainable on larger-scale equipment. Values reported as "typical" or stated without a range do not state minimum or maximum properties; consult your sales representative for property ranges and min/max specifications. Processing conditions can cause material properties to shift from the values stated in the information. Avient makes no warranties or guarantees respecting suitability of either Avient's products or the information for your process or end-use application. You have the responsibility to conduct full-scale end-product performance testing to determine suitability in your application, and you assume all risk and liability arising from your use of the information and/or use or handling of any product. AVIENT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, either with respect to the information or products reflected by the information. This literature shall NOT operate as permission, recommendation, or inducement to practice any patented invention without permission of the patent owner.