

# DigiPrime® 4431

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**BRAND FAMILY OVERVIEW** DigiPrime®, used by many digital press owners around the world because of its ability to improve ink receptivity, rub resistance, and image quality on most types of paper, plastic, and film, also provides improved productivity and efficiency for digital printing on both commercial and labels and packaging presses.

**USAGE** This patented flexo and gravure ready coating provides excellent adhesion of HP Indigo ElectroInks® to most films and papers. This product is suitable for food contact and is especially useful for flexible packaging applications as well as label production. When applied at the recommended coating weight, the optical properties of the substrate are minimally affected, so maintaining the original aspect of the substrate. This product possesses good stability to light and is resistant to yellowing.

**DESCRIPTION** Off-line primer for HP Indigo printability

**PHYSICAL PROPERTIES** The following properties are typical but should not be considered specifications:

|                              |   |
|------------------------------|---|
| Appearance:                  | White, translucent liquid   |
| Non-Volatile (%) :           | 27.5 - 29.0   |
| EZ Cup Viscosity (sec) :     | 8 - 13  |
| Cup Number:                  | 3   |
| pH:                          | 8.0 - 10.0  |
| Brookfield Viscosity (cps) : | < 100   |
| Spindle Number:              | 1   |
| RPM:                         | 60  |
| Shelf Life (months) :        | The product has a shelf life of 24 months from date of manufacture when storage and handling instructions are followed. |

**APPLICATION DATA** DigiPrime® 4431 may be applied by flexo or gravure coating systems. EZ Cup Viscosity - #3 Cup, 8-13 sec. Recommended coat weight: 0.2 to 0.3 gsm dry.

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The following information for this product, specific to each site of manufacture, is available upon request:

- Material Safety Data Sheets in various formats and languages (includes global chemical inventory listing)
- Food Contact Declaration of Compliance (if applicable)

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