



## WILFLEX® IMAGEBRITE REFLECTIVE BASE & COLORS

ImageBrite Base 10344REF/ ImageBrite Black 19000REF/ ImageBrite Mid Gray 14295REF

### DESCRIPTION

Wilflex ImageBrite base and colors are plastisol inks formulated for direct printing on textiles. The base is combined with aluminum coated glass beads to produce a highly reflective ink. ImageBrite base is non-pigmented/non colored. Add up to 6 percent (by weight) pigment concentrate to create custom colors. If black or gray reflective colors are required, use stock colors ImageBrite Black 19000REF and Mid Gray 14295REF straight from the container.

### PRINTER'S PARAMETERS

<b>Substrates</b>	100 percent cotton, cotton blends, polyester. DO NOT print on nylon.
<b>Mesh</b>	110-156 threads/in (43-61 threads/cm). Higher mesh counts produce enhanced results.
<b>Tension</b>	25-35 newtons
<b>Stencil emulsion</b>	Direct or capillary
<b>Squeegee type</b>	75 durometer or triple durometer 70/90/70
<b>Squeegee blade</b>	Sharp, straight edge
<b>Squeegee speed</b>	Medium fast
<b>Gel temp</b>	160-180 F (71-62 C)
<b>Cure temp</b>	340-350 F (171-177 C) entire film
<b>Extender</b>	None
<b>Reducer</b>	None
<b>Caution</b>	Reflective & wash properties may be compromised by adding products other than those recommended.
<b>Storage</b>	65-90 F (18-32 C). Avoid direct sun. Use within one year of receipt.
<b>Wash-up</b>	Wilflex Screen Wash
<b>Health &amp; Safety data</b>	Available upon request

### FEATURES

- State-of-the-art reflectivity on dark and light fabrics
- For high visibility clothing
- Reflectivity levels similar to reflective tapes and films
- Excellent adhesion

- Prints easily through recommended meshes
- Super reflective response even after washing
- For use with safety and fashion design concepts

### SPECIAL RECOMMENDATIONS

- To produce reflective colors, add up to 6 percent, by weight, Wilflex pigment concentrate to the ImageBrite base. **NOTE: When adding pigment concentrates to ImageBrite base 10344REF, it is recommended to mix only what is needed for the print application. Increased viscosity in the mixed ink may occur in the short term.**
- Some pigment concentrates should **NOT** be used with ImageBrite base. These include:  
10450PC Maroon  
10570PC Violet  
10500PC Purple  
10200PC Lt. Brown  
10250PC Dk. Brown  
10300PC Lt. Orange  
10400PC Red  
10610PC Horizon  
10680PC Blue  
10700PC Green
- Do not print reflective inks on top of an underbase, as the reflectivity will be greatly diminished.
- Do not double stroke the inks (ie. No print/flash/print)
- Wilflex reflective colors work well on dark fabrics, but they are not totally opaque. The color under normal lighting may vary with substrate color.
- To print a block graphic design on dark fabrics, the printer may print the inside of the design with either a reflective ink, and outline with another reflective color or a non-reflective ink.
- Use consistent, high tensioned screen mesh to optimize performance properties.
- Perform fusion tests before production. Failure to cure ink properly can result in poor wash fastness, inferior adhesion, unacceptable durability, and increased likelihood of dye migration. Testing procedures for plastisol fusion are outlined in the Wilflex User's Manual.
- Stir plastisols prior to printing.
- Do not dry clean, bleach or iron the printed area.
- Any application not referenced in this product information bulletin should be pre-tested or consultation sought with PolyOne Technical Services Department prior to printing.

Effective 11/27/02. Not all Wilflex products are available in every country. The information in this publication is based on information and experience believed reliable. Since many factors may affect processing for an application, processors must carry out their own tests and experiments to confirm suitability for intended use. You must make your own determination of suitability for your intended use and environmental acceptability, the safety and health of your employees, and purchasers of your product.