

720 Series

**high
performance
waterbased flexographic
ink for tag
and label
on film and paper**

The 720 waterbased flexographic series was developed for film substrates in addition to paper. 720 Series has good flow, dot reproduction, and excellent rewetting properties.

720 waterbased series inks were developed to be used with the finest anilox roll cell counts available to maximize print quality and improve ink mileage.

Spot and solid colors were designed to be run on anilox rolls from 300 lines per inch and up, with cell volumes of 3.3 bcm and higher. Process colors were designed to run on anilox rolls up to 1400 lines per inch, with cell volumes of 1.5 to 2.2 bcm. Fluorescent colors were designed to run on anilox rolls with cell volumes from 7.5 to 10.0 bcm.

Increased color strength can be achieved with the use of a higher bcm volume. The 720 Series inks are compatible with all plates designed to work with waterbased inks. Containers should always be shaken or mixed well prior to each use.

720 Series Key Features:

- Low viscosity
- Excellent press stability
- Environmentally friendly
- Superb dot reproduction, minimal dot gain.
- High printing speed. Up to 450 feet/minute
- Easy to handle
- No foaming on press applications
- Fujifilm quality on film and paper

Substrate Applications

- Film substrates
- Coated paper
- Uncoated paper

EXTENDER

Solid colors can be reduced with 720-MX Transparent White/MX to reduce color strength if a lower bcm anilox alternative is not available. Process colors can be reduced with 720-HTX Extender Base.

WASH UP

Anilox rolls should be cleaned with 700-AC anilox cleaner using diluted 1 to 1 water. Anilox rolls should be rinsed with water after the use of 700-AC. Doctor blades, ink pumps and rollers can also be cleaned after production with 700-AC. Diluted 1 part 700-AC to 5 parts water.

PRE-PRODUCTION TESTS

It is strongly recommended that all substrates be tested before use. Substrates can vary between manufacturers, and even between different rolls and lots from the same manufacturer.

END-USER MUST DETERMINE SUITABILITY OF THIS PRODUCT FOR THE INTENDED USE PRIOR TO PRODUCTION.

SPECIAL COLOR MATCHES

Special colors can be supplied against prints, wet ink, Pantone®* numbers, or other Fujifilm standard colors.

STORAGE

Containers should be tightly closed immediately after use. Inks and additives should not be stored in direct sunlight or extreme temperature. Refer to Material Safety Data Sheet (MSDS) for materials and conditions to be avoided.

In the interest of maximum shelf life, storage temperatures should be between 40°F (5°C) and 105°F (40°C). When stored under these conditions the maximum shelf life is shown by the use by dates, which are clearly marked on all ink containers.

SAFETY AND HANDLING

Refer to MSDS for safety, handling, and waste disposal information.

SPECIFICATIONS: 720 SERIES

STANDARD COLORS

- ▶ 720-064 - Yellow GS
- ▶ 720-021 - Orange
- ▶ 720-032 - Red
- ▶ 720-155 - Rubine Red
- ▶ 720-160 - Rhodamine Red
- ▶ 720-127 - Violet
- ▶ 720-175 - Purple
- ▶ 720-180 - Warm Red
- ▶ 720-190 - Blue
- ▶ 720-205 - Reflex Blue
- ▶ 720-072 - 072 Blue
- ▶ 720-325 - Green
- ▶ 720-300 - Black
- ▶ 720-301 - Opaque Black
- ▶ 720-311 - Opaque White
- ▶ 720-MX - Transparent White/MX

PROCESS COLORS

For process printing please use:

- ▶ 720-HTY - Process Yellow
- ▶ 720-HTM - Process Magenta
- ▶ 720-HTC - Process Cyan
- ▶ 720-HTK - Process Black
- ▶ 720-HTX - Extender Base

FLUORESCENTS

- ▶ 700-600 - V-Glo Yellow
- ▶ 700-610 - V-Glo Orange
- ▶ 700-630 - V-Glo Fire Orange
- ▶ 700-650 - V-Glo Pink
- ▶ 700-660 - V-Glo Signal Green
- ▶ 700-670 - V-Glo Blue
- ▶ 700-680 - V-Glo Magenta

METALLICS

- ▶ 700-872/11# Metallic Gold
SAP# 900127403
- ▶ 700-877/8# Metallic Silver
SAP# 900127404

Color Availability

The 700 and 720 series color range comprises standard Pantone®* process and line colors, and additives.

*Pantone, Inc's check-standard trademark for reproduction and color reproduction

Additive Guidelines

Product Code	Description	Addition	Properties/ Applications
700-RT	Retarder	max. 5%	Decreases drying speed. Improves resolubility
700-LC	Retarder/Anticuring agent	max. 10%	Decreases drying speed. Decreases deformation. (curling) of the paper.
700-RR1	Rub resistance improver	5-10%	Improves rub resistance
700-FR1	Film rub improver	2-5%	Improves scratch and rub resistance of the ink on non absorbing substrates.
700-RF	Refresher	1-2%	Stabilizing varnish that gives the ink back it's original properties
700-AC	Anilox cleaner		Cleaning anilox, doctor blades, ink pumps and rollers



THE FUJIFILM GREEN POLICY

We at Fujifilm believe that “sustainable development” of the Earth, mankind, and companies in the 21st century is an issue that must be addressed with the highest priority. As a socially responsible corporation, we actively undertake corporate activities with our environmental values in mind. We strive to be a dedicated steward of the environment and assist our customers and corporate partners in doing the same.