



**METALURE® C**

Chrome effects with superior  
clarity of image



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## Chrome effects with superior clarity of image

**METALURE® C series** is ECKART's latest innovative product series, based on vacuum metallized pigments (VMP) – also called physical vapor deposition (PVD) pigments.

The decisive advantage of the METALURE® C series is its **superior clarity of image**.

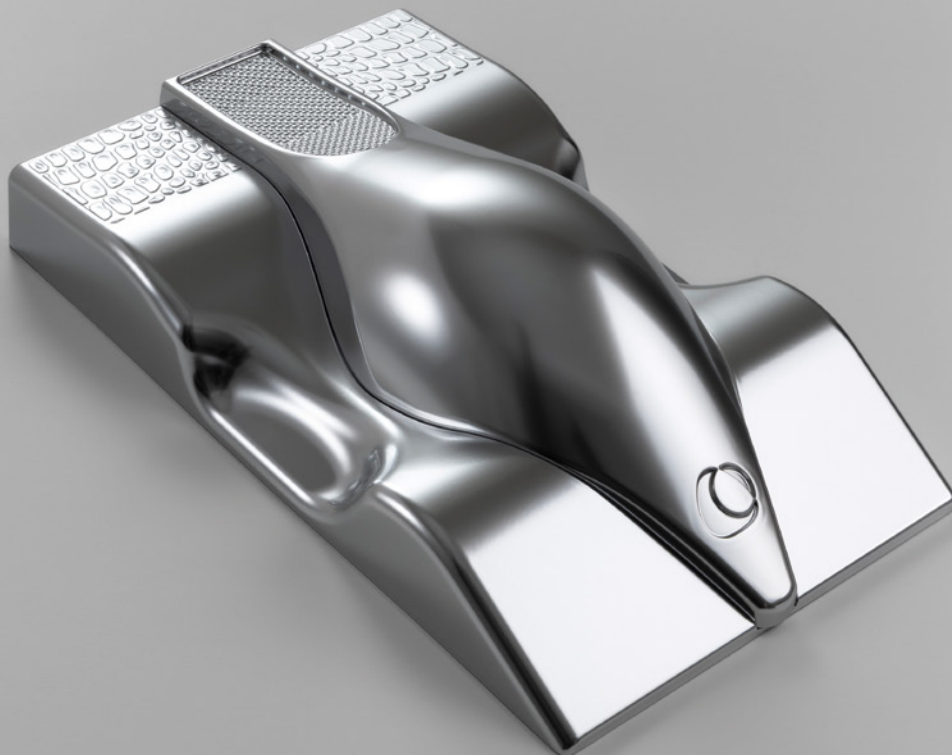
It also offers optical enhancements in terms of brilliance and gloss with ultimate smooth, highly uniform finish. It achieves highly brilliant light to dark mirror effects, close to metallized substrates and can be used as a replacement to electroplating processes.

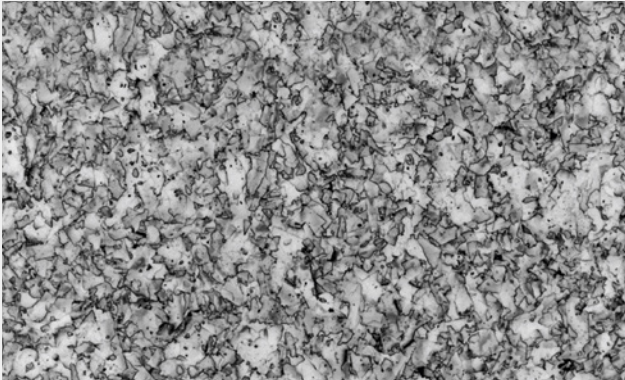
METALURE® C is ideally suited for solvent-based coatings for consumer electronics, automotive trim (interior and exterior), wheel rims as well as for printing applications, e. g. for flexographic and gravure printing.

In ink formulations, METALURE® C types guarantee high quality prints with perfect mirror optics, no haziness and outstanding clarity of image.

### Properties

- **optimized chrome effects with superior clarity of image**
- **sophisticated particle sizing technology**
- **minimum of finest particles**
- **highest gloss**
- **minimum haze for best chrome-like appearance**
- **lowest sieve residue to minimize film formation defects**

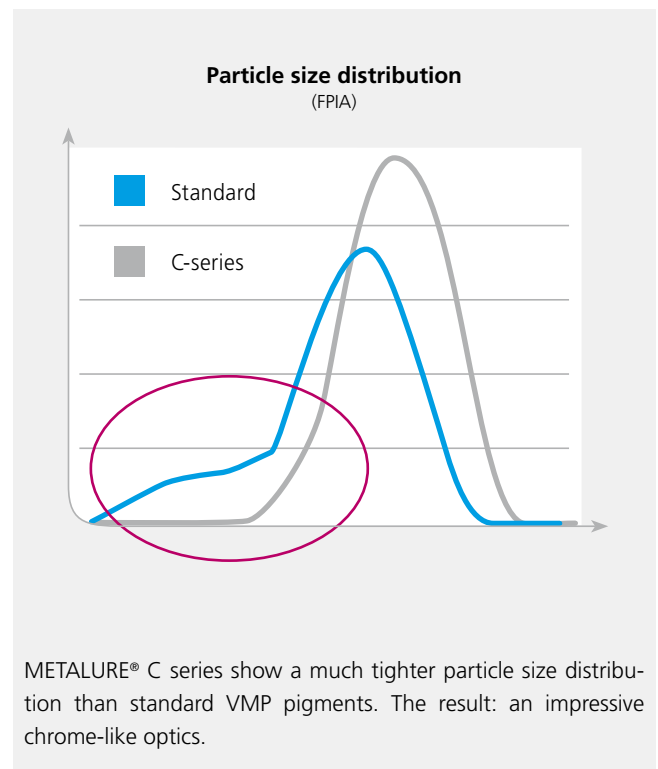
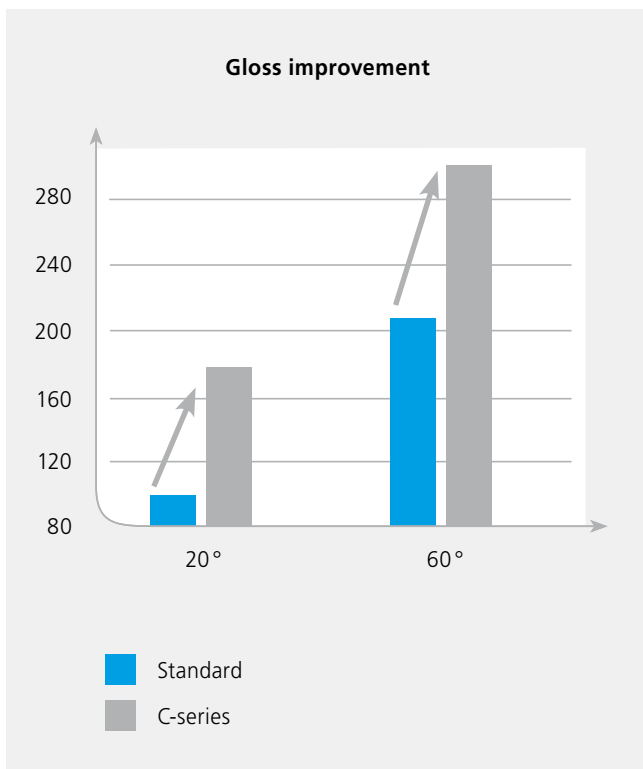
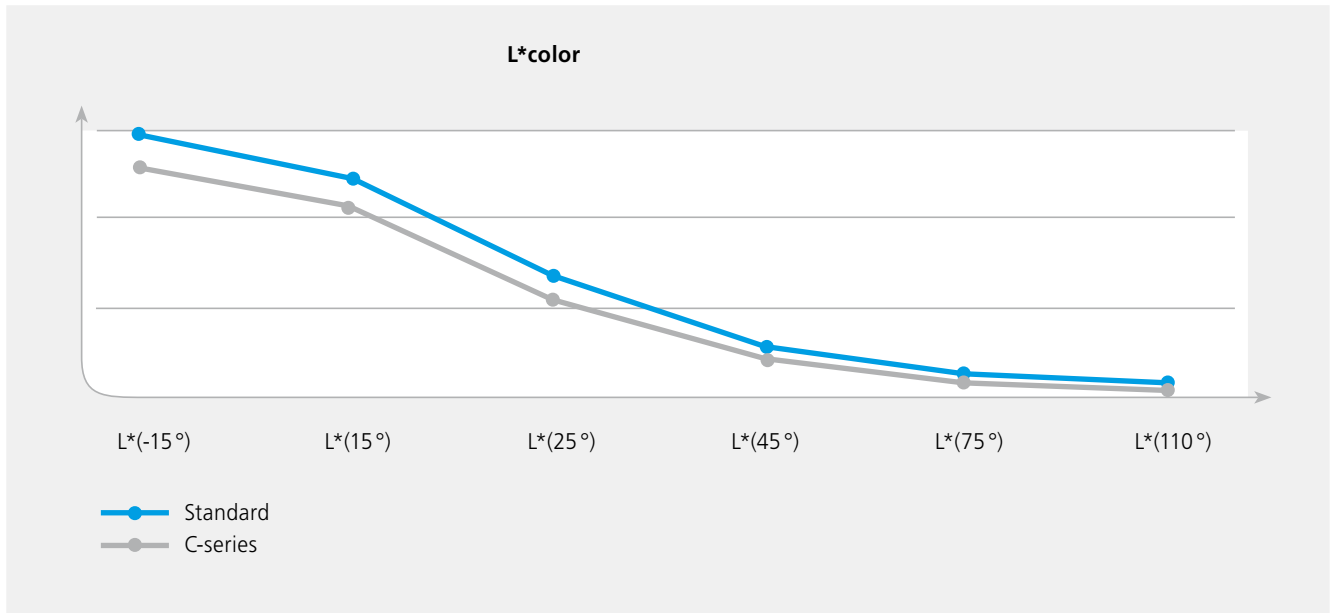




The original object, which is reflected in a transparent plastic substrate coated with a standard VMP (left) and METALURE® C – series (right). The C series shows significantly higher clarity of image compared to the standard VMP.

## Optical properties – comparison with standard grades

The optical impression of the METALURE® C series shows a pure metal-like look, which is demonstrated by lower L\* values in low angles and significantly higher gloss values in both 60° and 20° angles in comparison to other standard VMP products.



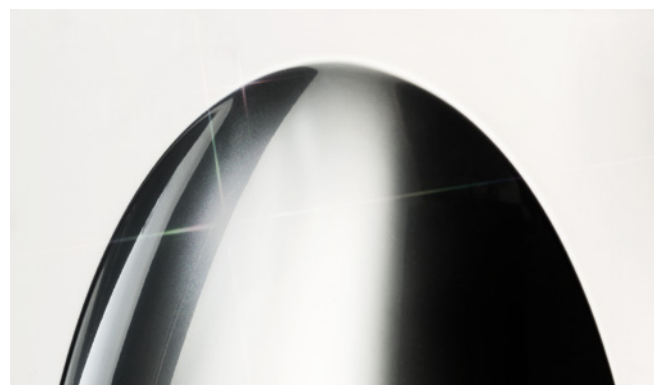
	Material No.	NVM %	D50 (µm)	Solvent
METALURE® C-21010 AE	026360...	10	9-11	Ethyl acetate
METALURE® C-21010 MA	026361...	10	9-11	Methoxy propyl acetate
METALURE® C-21007 AE	026737...	10	7-8.5	Ethyl acetate
METALURE® C-21007 MA	026738...	10	7-8.5	Methoxy propyl acetate
METALURE® C-51010 AE	026290...	10	9-11	Ethyl acetate
METALURE® C-51010 MA	026289...	10	9-11	Methoxy propyl acetate
METALURE® C-51007 AE	026559...	10	7-8.5	Ethyl acetate
METALURE® C-51007 MA	026560...	10	7-8.5	Methoxy propyl acetate

### Nomenclature – new METALURE® C series



### Available solvents:

**AE** ethyl acetate  
**MA** 1-methoxy 2-propanyl acetate  
 Other solvents on request!



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