

Holo*Gram



APPLICATIONS LIST FOR HOLO*GRAM

1. Boating and other Fiberglass or Gelcoat applications:
Boats, Carnival Ride Cars, Pre-fab Domes for Churches
2. Fishing Lures
3. Makeup (Cosmetics): Nail Polish, Body Creams and Lotions, Hairspray
4. Crayons
5. Finger Paints, (coated silver)
6. Fabric Adhesives for decorating clothing (permanent).
Clothing, sneakers
7. T-Shirts, (silk screened) mixed with Plastisol. (.008 is most popular size)
8. Clown Makeup (for Costume Companies & Halloween)
9. Ceramics (after firing)
10. Christmas Ornaments and Decorations
11. Inks & Paints
12. Clear Adhesives, (for children's use, can be washed off)
13. Glitter Pens (mixed with adhesive)
14. Rubber Stamp Kits
15. Fabric Printing (Flocking)
16. Hair Gels
17. Floral Decorations (Artificial, Dry, Live)
18. Candle Decorating
19. Flooring
20. Wallpaper
21. Posters & Displays
22. Inside Balloons
23. Greeting Cards

TECHNICAL DATA - WATER & SOLVENT RESISTANT HOLO*GRAM

Glitterex Holo*Gram was specifically designed to meet the requirements of manufacturers of decorated fabrics, adhesives, vinyl, sheeting, plastic molding, inks, paints, and many other products, which require glitter of outstanding physical and chemical properties.

The following is a list of some of the varied extensive testing Holo*Gram has been exposed to:

LIGHTFASTNESS: A minimum of 400 hours in Atlas Fade-Ometer elapsed before any discernible change in color occurred. Samples were exposed to standard 148°F black panel temperature and 90% relative humidity. In addition to laboratory testing, tests were conducted in Miami, Florida in which samples of Holo*Gram were exposed to the sun and elements for 18 months. No barriers such as glass or plastic films, which would have had the effect of shielding the samples from ultra-violet rays, were used. Under these conditions of maximum exposure to semi-tropical sunlight, there was no discernible change in color, nor was there any reduction in brilliance after 18 continuous months, at which time the tests were discontinued.

TEMPERATURE RESISTANCE: Although Holo*Gram has endured exposure to 350°F with no apparent loss of color or reflective quality, the actual limit of resistance is dependent upon dwell time, mixing abrasion, and ambient process temperature.

SUSPENSION PROPERTIES: Because Holo*Gram has a significantly lower specific gravity than most liquid or gel mediums where it is incorporated, it will remain in suspension more uniformly during process application.

CHEMICAL RESISTANCE: Holo*Gram has proved highly resistant to most commonly used commercial solvents, such as water, MEK, MIBK, alcohol, and high flash naphtha. Because of this excellent solvent resistance, this glitter can be used in most solvent, acrylic, vinyl, and aqueous systems.

LIMITATIONS:

- (1). Each chip of glitter has a minute edge of exposed aluminum created when the particle is cut from the sheet. Therefore, caustics and all chemicals normally affecting pure aluminum could react with this exposed edge. This does not preclude use of this glitter with these chemicals, however, since the short duration of most industrial processes may not afford enough time to cause significant damage to the finished product. It is advised that contact be checked carefully.
- (2). Concentrated sulfuric acid will cause separation of the coating from the foil.
- (3). Holo*Gram should be experience tested prior to application.

COLOR ADHERENCE: The coatings used to produce Holo*Gram are formulated, applied and thermoset to create a coating with superb strength and with excellent adhesion to film. Standard tests applied to the coated foil are: Cellophane tape strip test, 180 fold and crease test, and wrinkle test. Under all of these examinations, no separations occurred between the coating and the foil. In addition to excellent adherence of the coating to the foil, it is equally important that the colors are resistant to migration or bleeding into surrounding medium. Because the finest available transparent pigments are used, the colors are highly resistant to migration.

COLORS: A beautiful spectrum of brilliant colors are available for Holo*Gram. Samples are available on request.

TOXICITY: Holo*Gram by Glitterex is a coated aluminum metallized Polyethylene Terephthalate, and is formulated to be Non -Toxic.

QUALITY: Holo*Gram undergoes thorough quality control in all stages of production. The vacuum metallized polyester film, and coating are checked for gauge, brightness, color match, solvent resistance and coating adherence. The glitter is then precision cut on specially developed high-speed machines with extreme accuracy. Size and shape of the glitter is checked at frequent intervals. After cutting, the glitter is carefully sifted through screens, two or more times to remove any oversized or unseparated pieces.

The above information is given for guidance only. While it is based on scientific evaluation, and is believed to be reliable, Glitterex Corporation makes no warranties, whether expressed or implied, including warranties of merchantability and of fitness for a particular purpose for these products, since among other reasons the conditions of storage and use are beyond our control. No statements or recommendations contained herein are to be construed as inducements to infringe any patent.

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