

# Technical Data Sheet

## Scented Aqueous Coating (SOC)

### Product Description:

Scented Aqueous Coating (SOC) is the Ronald T. Dodge Company's **Original Aqueous Coating** (formally called "MicroVarnish" or "MicroScent"). SOC is a special effect scented water-based coating containing microencapsulated scents for application on a gloss based paper and paperboard with litho in-line aqueous coaters and flexographic presses that are equipped with chambered doctor blade anilox systems as well as Screen-Printing. Typical applications include commercial printing where a scented matte finish is desired. Contact Ronald T. Dodge Co. for additional information.

### Product Physical Characteristics & Guidelines:

- Viscosity 15 - 20 second in a #5 Zahn cup @ 77° F
- Solids < 45%
- Shelf Life 6 - 12 months depending on the fragrance manufactures recommended fragrance shelf life.
  
- **SOC** is a Special Effect Scented Aqueous Coating containing scented microcapsules.
- Coverage is approximately 160,000 - 300,000 in<sup>2</sup> per gallon of product. Typically the lower end of this range is most prominent because putting more down increases the intended effect.
- Due to possible settling of the scented capsules contained in the **SOC** during storage, this product should be thoroughly mixed prior to application. We suggest a 'pumping' type mixing blade with typical mixing speeds between 100-800 RPMs. High sheer type of mixing should NOT be used.
- **SOC** should be constantly mixed / re-circulated while on press to negate any potential settling.
- **SOC** contains a binder for adhering the microcapsules to the substrate.
- 12 - 14 BCM anilox roller generally provides the desired film thickness for **SOC** properties. You may want to 'cut the blanket' to spot coat.
- For screen-printing we suggest using a 110-400 mesh screen that will typically cover <160,000 in<sup>2</sup> per gallon.

### Applications:

- **SOC** is applied as a finishing process and should be run on the last station of the press.
- **SOC** is press ready water-based slurry.
- To increase printing/coating efficiencies this product can be added to a odorless water-based coating at a ratio of 1:1 but no more than 1 part SOC and 4 parts odorless water-based coating. *Note: by 'cutting' SOC with a odorless water-based coating the scent / fragrance rendition will also be reduced.*
- **SOC** coatings should be constantly mixed/re-circulated while on press to negate any potential settling.
- Ensure that the Scented Aqueous Coating will dry/cure thoroughly and should be dried prior to packaging. The amount of heat needed is just enough to evaporate the majority of the water to decrease tackiness.

### Performance Characteristics:

- **SOC** exhibits an excellent scent / fragrance rendition.
- **SOC** should be completely evaluated under production conditions using the actual substrate, ink, and materials to ensure process satisfaction.
- **SOC** contains a fragrance that may bleed or change the ink color. We suggest a varnish be applied over any inks prior to applying the **SOC**.

The information and recommendations in this publication are to the best of Ronald T. Dodge's knowledge and are only opinions. The user of the above product should make their own tests to determine the suitability of the product for their own particular purposes, perceptions and application methods. However, because of numerous factors affecting results, Ronald T. Dodge Company makes no warranty of any kind, expressed or implied, including those of merchantability and fitness for particular purpose. Extra care should be taken to ensure all special effect coating materials and scents are removed to prevent contamination to other products. NOTE: some scents/fragrances have a color and this will be apparent in the capsules and the above product may have a colored tint to it.