

DataLase Pigments

DataLase products include a range of proprietary laser sensitive pigments which can be formulated into water-based, solvent-based and UV curable coatings. These can be tailored to any specific printing process that is required for the customer application. This enables a DataLase patch to be applied inline with the customer branded artwork on any standard commercial printing press.

Once the substrate has been coated with a DataLase patch it can be laser imaged with variable text, graphics, barcodes and images at any subsequent point within the supply chain. This eliminates consumables at the point of laser imaging, reducing SKUs, increasing personalization and connectivity, while delivering GS1 compliant QR codes.

Lasers are virtually maintenance free, creating substantial advantages over more established printing methods while also enhancing green credentials. Please refer to the product information table below for key pigment characteristics.



Key Features

- Enables inkless marking with a CO2 laser
- Contains advanced patented pigment technology
- Distinctive and novel, high contrast coding of variable information
- Permits late-stage customisation
- Enables instant QR code imaging
- Reduces SKU requirements for enhanced stock management
- Promotional advertising to targeted customers
- Applied inline with existing artwork

DataLase Pigments				
	Water based coatings	Solvent based coatings	UV curable coatings	Masterbatch
PRIME 100	×	✓	✓	×
PRIME 110	✓	×	×	×
PRIME120	×	×	×	✓
DIVERSITY 110	✓	×	×	×