

Title (en)
COLORING MEDIA HAVING IMPROVED BRIGHTNESS AND COLOR CHARACTERISTICS

Title (de)
FARBMEDIEN MIT VERBESSERTE FARB- UND HELLIGKEITS EIGENSCHAFTEN

Title (fr)
MILIEUX DE COLORATION PRESENTANT DES PROPRIETES D'ECLAT ET DE COLORATION AMELIOREES

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Application
EP 98934370 A 19980708

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Abstract (en)
[origin: WO9902340A1] Disclosed are novel reflective microflakes for use in making "additive-primary" coloring media having improved reflection characteristics over the red, green and blue super bright color characteristics, and "super-white" coloring media having Magnesium Oxide like color characteristics. The coloring media of the present invention provides a palette of colors for imparting color characteristics or forming color images upon surfaces of arbitrary surface geometry. In one embodiment, the microflakes are made from cholesteric liquid crystal (CLC) material, wherein the pitch of the helices of the liquid crystal molecules in each CLC microflake varies along the thickness dimension thereof. Depending on the final spiral structure of the materials utilized, the CLC circularly polarizing materials reflect either left-handed or right-handed circularly polarized light. Further, each CLC microflake of additive coloring media has a laminated construction on order that both the upper and lower surfaces thereof have substantially the same reflection characteristics over its tuned reflection band.

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Citation (search report)

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