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**PTW7211**

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### ALLURE 2.3 Mil White Polypropylene

| Description       | Applications and End Uses   |                                   |                             |
|-------------------|---|-----------------------------------|-----------------------------|
| <b>Product</b>    | A 2.3 mil top coated white biaxially oriented polypropylene with a quick tack direct food contact permanent adhesive and a 2.45 semi-bleached calendared kraft liner. The entire construction converts and prints on wider webs and higher speeds than typical rubber based adhesive coated papers.   |                                   |                             |
|                   | For prime labeling applications requiring the durability and aesthetics of film. Recommended for semi-rigid and rigid containers. Market segments: food packaging and those with cold damp substrates. Adhesive in compliance for direct food for dry fruits and vegetables.  |                                   |                             |
| <b>Face</b>       | A white opaque, solid core, top coated polypropylene semi conformable film designed for excellent printing, converting and label dispensing. Proprietary top coating delivers excellent adhesion for superior graphics and print receptivity for various methods including UV Flexo, Water Flexo, Gravure, UV Inkjet and Hot Stamp. Proprietary adhesive receptive coating for enhanced adhesive anchorage. |                                   |                             |
|                   | <b>Physical Properties Without Adhesive</b>   |                                   |                             |
|                   | Caliper, inches   | 0.0023 +/- 10%                    | ASTM D2103                  |
|                   | Elongation at break, %  | 95 MD 115 TD                      | ASTM D822                   |
|                   | Tensile strength, kpsi  | 23.9 MD 21 TD                     | ASTM D882                   |
| <b>Adhesive</b>   | 711HCW is a high coat weight, cold temperature, permanent, rubber-based adhesive with excellent tack and ultimate adhesion to a wide variety of surfaces, including most packaging films. This pressure-sensitive adhesive product may be safely used in applications governed by 21 CFR 175.125 (a) and (b).   |                                   |                             |
|                   | <b>Physical Properties of Adhesive</b>  |                                   |                             |
|                   | Thickness, inches   | 0.0014 +/- 10%                    |                             |
|                   | 180°Peel Adhesion, lbs./in.   | HDPE: 3.7<br>Stainless Steel: 5.4 | PSTC-101A (30 min. applied) |
|                   | Loop Tack (1"), lbs./in.  | HDPE: 3.5<br>Wood: 0.9            | PSTC-16                     |
|                   | Temperature Ranges  |                                   |                             |
|                   | Minimum Application   | +20°F (-7°C)                      | CTM #45 Curwood             |
|                   | Service Ranges  | -65°F to +160°F (-54°C to +71°C)  | Polyester Film Dry Surface  |
| <b>Liner</b>      | A semi-bleached super calendared kraft liner excellent for die cutting, stripping and label dispensing. Primarily for roll -to -roll applications where a more demanding liner may be needed.   |                                   |                             |
|                   | Caliper, inches   | 0.0032+/- 10%                     | TAPPI T-411                 |
|                   | Basis Weight, lbs. (24" x 36"/500 sheets)   | 50 +/- 10%                        | TAPPI T-410                 |
| <b>Shelf Life</b> | One year when stored at 72° F and 50% R.H.  |                                   |                             |

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Label-Lyte® is a registered Trademark of the ExxonMobil Company

This product complies with CONEG regulations.

All MACTac Roll Label products meet the requirements of the Clean Air Act of 1990.

The user is responsible for determining the product's suitability for all aspects of the application. If there are any questions about applications, please contact your MACTac sales representative to discuss your requirements for recommendations. If this is a printed Performance Guide, it is an uncontrolled document. Please check the Mactac website for the latest most up-to-date version at www.mactac.com.

**CALL 1-800-548-3456 for additional product information**

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