# PERFORMANCE GUIDE

## Represents Typical Values Only

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# PTW9002

Revised: 06/2017 KSH

# 2.3 mil White Polypropylene / 710VHP / 40# SCK liner

| Description | | Applications and End Uses |
|---|---|---|
| **Product** | A 2.3 mil top coated white polypropylene with a quick tack permanent adhesive and a 2.4 semi-bleached super 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, cosmetic, toiletries, household cleaners, beverage and more. Excellent flexo printability. |

**Face**

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.

**Physical Properties Without Adhesive**

| | | |
|---|---|---|
| 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 |

**Adhesive**

710VHP is a permanent, rubber-based adhesive with excellent tack and ultimate adhesion to a variety of surfaces including polystyrene, polypropylene, polyethylene, paper and corrugate. Suitable for cold, damp labeling applications. Exceptional high speed and wider web converting.

**Physical Properties of Adhesive**

| | | |
|---|---|---|
| Thickness, inches | 0.0007 +/- 10% | |
| Peel Adhesion, lbs./in. | Corrugate: 1.3 | PSTC-1 (30 min. applied) |
| | HDPE: 1.8 | PSTC-1 (30 min. applied) |
| | Stainless Steel: 2.7 | PSTC-1 (30 min. applied) |
| Loop Tack (1”), lbs./in. | Corrugate: 2.3 | CTM-25 |
| | HDPE: 3.2 | CTM-25 |
| | Stainless Steel: 4.8 | CTM-25 |
| 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 |

**Liner**

A semi-bleached super calendared kraft liner excellent for die cutting, stripping and label dispensing. Primarily for roll -to -roll applications.

| | | |
|---|---|---|
| Caliper, inches | 0.0024 +/- 10% | TAPPI T-411 |
| Basis Weight, lbs. (24” x 36”/500 sheets) | 40 +/- 10% | TAPPI T-410 |

**Shelf Life**

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.
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