



ATP™ Adhesive:

What's your label environment?

The environment is the atmosphere where the label is applied, the condition of the substrate, and the surrounding of the end use. ATP all-temperature permanent adhesive is helpful because labeling environments don't usually exist in the perfect world of 72°F / 50% RH; substrates aren't always dry and room temperature; and the end user doesn't live in a climate controlled room. This is an acrylic adhesive suitable for a wide variety of applications with paper facestocks, providing exceptional converting characteristics that allow stripping of intricate die patterns, as well as wide-web, high-speed processing.

Minimum application temperature: -25°F | Service range: -65°F to 200°F

- Has your customer ever told you that the label was going on a corrugated box at 65°F, but did not mention the box was going to be blast frozen 10 seconds after application with a rush of -40°F air?
- Ever have trouble with a die cutting configuration you couldn't strip?
- Have you ever learned a customer switched their packaging so that the labels are no longer being wiped on, but labeled with a blow-on applicator?
- Do you ever have to clean the fuser roll on your laser printer after using a freezer grade adhesive?

What's your label environment?

- hot
- cold
- dry
- humid
- wet
- in-between

Have an application to discuss? Call our Technical Consulting Hotline at 877.210.5104 or your Account Manager at 800.543.9452 for help.