

# Product data : MACflu0 - PERMANENT

## DESCRIPTION

### Face stock :

Woodfree fluorescent coated paper. Matt finish. Available in different colours. Excellent printing quality by all common print processes such as offset, letterpress, screen as well as laser, copy and inkjet processes. Woodfree fluorescent coated paper. Matt finish. Available in different colours. Excellent printing quality by all common print processes such as offset, letterpress, screen as well as laser, copy and inkjet processes.

- 4 colours : chartreuse (yellow), orange, red and green

Weight	ca. 80 g/m <sup>2</sup>	ISO 536
Thickness	ca. 85 µm	ISO 534
BEKK smoothness	Min. 110 sec.	ISO 5627

### Adhesive :

Water emulsion based adhesive for general applications. Excellent ANTI-BLEEDING properties to prevent edge-bleeding during printing and guillotine trimming.

### Backing :

White coated Kraft paper ca 95 g/m<sup>2</sup> : pre-scored backing (with mechanically scored breaklines ca. 31,5 mm apart) - no back printing (STARliner® NBP)

### Laminate :

195 (STARliner®) g/m<sup>2</sup>

## PHYSICAL AND CHEMICAL CHARACTERISTICS ADHESIVE

	Tack	Adhésion
<b>PERMANENT</b> : For general purposes. Good anti-bleeding properties	••	••
••• : High	•• : Medium	• : Low

Temperature ranges	Min. application temperature : + 10 °C Service temperature :- 20 °C to + 70 °C
Toy labelling	in compliance with EN 71/3
Shelf life	3 years when stored at 15-25 °C, 50 % relative humidity, in the original packaging.

## APPLICATIONS AND USES

For various labelling applications requiring eye catching effects such as those intended for safety/security, promotions, etc.

## PRODUCT BENEFITS

Coated paper that is distinguishing by its level of printing quality, which translates into better transfer, quicker fixing of the ink, higher density of printing after drying.

Perfect flatness thanks to the outstanding dimensional stability due to the conditioning of the complex at 21 +2 °C and at ca. 55+10 % relative humidity. Heavy 90-95 g/ m<sup>2</sup> backing paper.

Complementary facility with STARliner® backing: no need of backslitting thanks to pre-scored lines.

## GENERAL REMARK : factors affecting adhesion

Adhesion failure problems can be avoided by :

- Where possible, always test the proposed construction under actual application and end-use conditions because a 100 % multi-purpose adhesive for all substrates does not exist.

Adverse reactions may occur when applying Removable adhesive onto certain substrates. Therefore, a suitability test is necessary.

- Being familiar with factors which adversely affect adhesion :
- Labels or stickers should not be applied onto dusty, dirty, oily or oxidized surfaces.
- Mould release agents on blow-moulded plastic surfaces inhibit adhesion.
- Adhesion failure may occur on substrates with low surface tension, such as polyethylene or polypropylene. Rubber based adhesives stick better to low energy surfaces than acrylics
- Avoid the use of relatively rigid facestocks on highly curved or small diameter surfaces.
- The UV resistance of our Fluo paper on the "wool-scale" is 2-3. The UV-radiation should be reduced to a level, where the drying is ensured. Not more.

Do not use pressure sensitive materials outside the recommended service temperature range, or do not apply below the minimum application temperature.



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