

Velvet MP 710N Century 6

FACE MATERIAL

A white, wood free, elemental chlorine free, machine coated label paper offering medium gloss finish, good whiteness and high opacity

Velvet is printable by all common printing processes such as flexo, letterpress, offset and gravure.

Application

Velvet is suitable for general promotional and quality product labelling applications in all market segments : food, cosmetic, drink, household etc. For applications on very curved surfaces (< 15mm diameter) , we recommend our MACflex face stock combined with MP196 adhesive. For applications on curved surfaces (>15mm diameter) other than glass, prior tests should be conducted.

Technical Characteristics

Thickness	70 ± 9 µm	ISO 534
Weight	85 ± 7 gr/sqm	ISO 536
PPS recto	0.9 - 1	ISO 8791
Whiteness	120	ISO 11475
Opacity	Min 84 %	ISO 2471

ADHESIVE

Permanent rubber based adhesive developed to answer both printers' productivity and end users requirements. It offers high initial tack and adhesion on a wide range of surfaces.

This hot melt adhesive performs well on difficult substrates.

Certification : Direct contact dry and moist non-fatty foodstuffs (29948 U 10)

Properties

Quick Tack	≥ 17	N/25 mm on glass	FTM 9
Release	0.15 ± 0.05	N/25 mm at 100 m/min.	FTM 4
Application temperature	> -5°C	<i>*Under 0°C, the application guaranty is mainly depending on the kind of face and substrate used. Prior test is recommended.</i>	
Service temperature	- 30°C to + 60°C		

BACKING

Super calendered glassine backing paper combining high flexibility and consistent caliper for speed and ease of conversion with good translucency for optical scanning. Excellent resistance to die cutting.

Technical Characteristics

Thickness	55 ± 6 µm	ISO 534
Weight	60 ± 5 gr/m ²	ISO 536
Tensile strength	Minimum 75 N/15mm M.D.	ISO 1924-2
Transparency	minimum 46 %	DIN 53147

Shelf life: 2 years when stored at 15-25°C, (50 ± 5)% relative humidity, in the original packaging.



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