

# Product data : MACTAB White - FREEZE

## DESCRIPTION

**Face stock :**

White, woodfree, writing paper, with good smoothness. Combines qualities of absorption and smoothness as well as whiteness and opacity.

Excellent printing characteristics by all common print processes such as offset, letterpress, screen.

<b>Weight</b>	ca. 80 g/m <sup>2</sup>	ISO 536
<b>Thickness</b>	ca. 76 µm	ISO 534
<b>BEKK smoothness</b>	Min. 200 sec.	ISO 5627
<b>Opacity (with adhesive)</b>	Min. 85 %	ISO 2471
<b>Permanent paper</b>	Acid free	ISO 9760

**Adhesive :**

Water emulsion acrylic based adhesive for low temperatures applications. Excellent ANTI-BLEEDING properties to prevent edge-bleeding during printing and guillotine trimming. Suitable for repulpable process.

**Backing :**

White coated Kraft paper: plain or pre-scored backing (STARliner®).  
 - SECURY 9 (plain - without breaklines) ca. 90 g/m<sup>2</sup> - No back-printing.  
 - STARliner ® ca 95 g/m<sup>2</sup> (with mechanically scored breaklines ca. 31,5 mm apart) – Back-printed with adhesive identification

**Laminate :**

ca. 185 (SECURY) -195 (STARliner) g/m<sup>2</sup>ca.

## ADHESIVE

FREEZE :	Tack	Adhésion
●●●	●	●

●●● : High      ●● : Medium      ● : Low

<b>Temperature ranges</b>	Min. application temperature : - 10 °C Service temperature :- 30 C to + 70 °C
<b>Toy labelling</b>	in compliance with EN 71/3
<b>Shelf life</b>	2 years when stored at 15-25°C, 50 % relative humidity, in the original packaging.

## APPLICATIONS AND USES

Suitable for labels or stickers that must be applied and used at low or very low temperatures.

## MAIN BENEFITS FOR THE USER

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 Freeze 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.

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