

# Product data

## SUPERGLOSS SW - Removable

### DESCRIPTION

#### Face stock :

White woodfree cast coated paper with mirror finish and high whiteness level. Excellent printing quality by all common print processes such as offset, letterpress, screen, flexo, gravure and hot foil stamping.

Weight	ca. 80 g/m <sup>2</sup>	ISO 536
Thickness	Min. 80 µm	ISO 534
BEKK smoothness	Min. 500 sec.	ISO 5627
Opacity (with adhesive)	Min. 89 %	ISO 2471

#### Adhesive :

Water emulsion based adhesive for general 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. 190 (SECURY) - 200 (STARliner) g/m<sup>2</sup>

### ADHESIVE

	Tack	Adhésion
<b>Removable</b> : For general applications. Good resistance to low temperatures.	●	●
●●● : 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

For top quality print jobs and multicolour labels, that must be removed. Allows creations of impressive visual appearance. Luxury labels, personalised items, business cards, greeting cards, ...

### MAIN BENEFITS FOR THE USER

Outstanding Printing Quality.

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.

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 respecting actual application and end-use conditions (label template, substrate, environment etc...) MACTac may help with compatibility and ageing tests on request.
- 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.



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*Contains more than 0.1% (w/w) of Benzyl butyl phthalate (BBP) CAS number 85-68-7. You can find more information on this substance on <http://www.bbp-facts.com/>*