



## AR824

**Fasson ®  
PP50 TOP CLEAR - S7450-  
PET23**

**A polypropylene film  
with excellent clarity  
combined with Avery  
Dennison ClearCut™  
Adhesive Technology  
and with a polyester  
liner, designed to meet  
no label look for  
premium product  
presentation in the wine  
& spirits segment**

### Key features

> This polypropylene film combined with the ClearCut™ adhesive S7450 provides substantial benefits for both label printers and brand-owners.

> Thinner: Thinner material means more labels on the roll, resulting in fewer changeovers and savings on inventory and transportation space. Driven by reduction in material this product offers benefits across key sustainability elements.

> Clearer: Best in class non water whitening performance, making this construction the natural choice for the best-in-class 'no label' look for premium wine & spirits applications.

> Cleaner: Less downtime on press and dispensing equipment caused by significantly lower levels of adhesive build up. Reliable conversion of larger and complex label shapes, typical for wine & spirits applications.

### Facestock

A clear bi-axially oriented, polypropylene film with a print-receptive topcoat.

Basis Weight	48 g/m <sup>2</sup>	ISO 536
Caliper	50 µm	ISO 534

### Adhesive

S7450 is a clear permanent acrylic adhesive.

### Liner

A clear polyester liner giving optimum smoothness to the adhesive layer.

This liner is 100% recyclable. Visit our website or send an email to [linerrecycling@eu.averydennison.com](mailto:linerrecycling@eu.averydennison.com) for more information.

Basis Weight	32 g/m <sup>2</sup>	ISO 536
Caliper	23 µm	ISO 534

### Laminate

Total Caliper	90 µm±10%	ISO 534
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### Performance data

Initial Tack	10 N/25mm	FTM 9 glass
Peel Adhesion 90°	6 N/25mm	FTM 2 st.st.; 24 hrs.

Min. Application Temp.	5 °C
Service temperature	-20°C to 80°C

### Adhesive Performance

S7450 exhibits a balance of release properties to enable high speed converting and dispensing on increasingly thinner substrates. Specifically designed to exhibit excellent wet out characteristics, water-whitening resistance and up to 50% lower adhesive bleed, which improves operational efficiency and reduces equipment downtime.

### Applications and use

Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film, care should be taken with use on non-uniform surfaces and where a high level of squeezability is desired.

Automatic application: The robust film liner allows for consistent, snap free, application on high speed lines.

### Conversion & printing

The modified acrylic based topcoating can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes. UV, water-based and solvent-based inks can be used. The topcoat is designed for optimal ink adhesion. On-press corona treatment is not advised. The face material is suitable for Thermal Transfer printing. Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier.

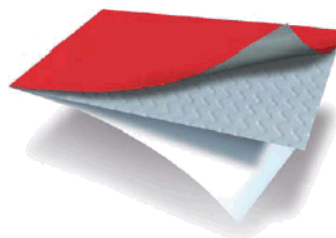
The material has very good register properties especially when a high number of different colours are used.

As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner.

Press stability is good with stable, consistent register during conversion. Flat bed performance is good while solid and

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PP50 TOP CLEAR

S7450

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magnetic rotary dies need additional care. (Die bearers must be adjusted to the polyester liner).

#### Special Approvals

The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment.

#### Shelf life

One year under storage conditions as defined by FINAT (20-25°C; 40-50%RH)

All data to be considered as typical values and subject to change without prior notice. Further testing is always recommended.

If you would like to make a suggestion or comment on this datasheet, please send an email to [datasheet.mgmt@eu.averydennison.com](mailto:datasheet.mgmt@eu.averydennison.com)

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