



## AU180

Fasson ®

**PP50 TOP SILVER -  
S7000-PET23**

**A bright metalized  
polypropylene film  
combined with Avery  
Dennison ClearCut™  
Adhesive Technology  
and with a polyester  
liner**

### Key features

> This polypropylene film combined with the ClearCut™ adhesive S7000 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. The bright silver look increases shelf impact for the brand owners.

> Cleaner: Less downtime on press and dispensing equipment caused by significantly lower levels of adhesive build up.

AU180 PP50 TOP SILVER -S7000-PET23 vs AA912 PP LIGHT TOP SILVER -S4000-PET30

	 FOSSIL MATERIAL <small>— barrels of oil —</small>	 BIOBASED <small>— tonnes —</small>	 WATER <small>— liters —</small>	 ENERGY <small>— MJ —</small>	 GHG <small>— tonnes CO2-e —</small>	 SOLID WASTE <small>— tonnes —</small>
DIFFERENCE	(65)	0	30,107	(689,328)	(33)	(10)
IMPACT	10% less	—	3% more	14% less	11% less	12% less

### Facestock

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

Basis Weight	46 g/m <sup>2</sup>	ISO 536
Caliper	51 µm	ISO 534

### Adhesive

A clear, general purpose permanent, acrylic adhesive.

### Liner

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

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

### Laminate

Total Caliper	89 µm±10%	ISO 534
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### Performance data

Initial Tack	9 N/25mm	FTM 9 Glass
Peel Adhesion 90°	5.5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service temperature	-40°C to 80°C	

### Adhesive Performance

S7000 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 and water-whitening resistance. Significantly less adhesive bleed vs. Industry standard, which reduces downtime on press and dispensing equipment.

### Applications and use

Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Applications include luxury products such as spirits, home and personal care, automotive lubricants, where eye catching high quality labels are required. Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very 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 top coated metallised film 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 optimum 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 excellent register properties especially when a high number of different colours are used.

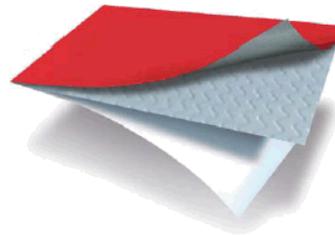
As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner.

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

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

### Special Approvals

S7000 complies with European food regulation 1935/2004/EC, with the German Recommendation (BfR) XIV and FDA § 175.105. It also meets the demands of the limit values laid down in 10/2011/EU. In accordance with the requirements of relevant EU food regulations, the adhesive S7000 may safely stand in direct contact with dry and moist, such kind of fatty foodstuff which have a reduction factor of 4 according to EU Commission Regulation (No.) 10/2011. This is based on migration results from testing in olive oil as simulant. Furthermore, the seams (edges) of the label material may safely come into direct contact with all kinds of foodstuffs.

### Shelf life

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

\*Avery Dennison™Greenprint methodology is a life cycle based environmental performance assessment tool.

It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assessment.

The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.

All data to be considered as typical values and subject to change without prior notice. The actual front and liner used might influence adhesive values. 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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