

Facestock

A bi-axially oriented bright point design holographic polypropylene film with a print-receptive top coat, laminated to paper.

Basis Weight 70 g/m² ISO 536

Caliper 60 µm ISO 534

Adhesive

A permanent, acrylic based adhesive.

Liner

BG40 brown, a supercalendered glassine paper.

Basis Weight 57 g/m² ISO 536

Caliper 51 µm ISO 534

Laminate

Total Caliper 134 µm±10% ISO 534

Performance data

Initial Tack 14.5 N/25mm FTM 9 Glass

Peel Adhesion 90° 9 N/25mm FTM 2 St.St.

Min. Application Temp. 5 °C

Service temperature -40°C to 90°C

Adhesive Performance

The adhesive is perfectly suitable for uses that need a good resistance to UV, drippings or solvents. Good general adhesion performance on a wide range of substrates.

Applications and use

Holographic labels are particularly eye catching and give brands an extra chance to catch the customer's attention, on very competitive markets. Traditionally used in cosmetics, they also fit the spirits and trendy beverage market.

Conversion & printing

The film can be printed by conventional printing techniques including Gravure, UV flexo and offset. For optimum ink adhesion a primer is advised and corona treatment recommended. Please consult your ink supplier for ink recommendations.

In circumstances where high scuff resistance is required, over varnish or over lamination of the printed labels is advised. The pattern range is made by cliches of different dimensions, therefore some lines can appear on the hologram. Two shimlines will appear in cross-direction at 72cm.

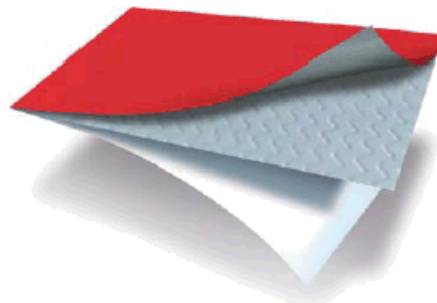
Shelf life

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

AA606

Fasson®

HGFP POINT TOP - S697-BG40BR



HGFP POINT TOP

S697

BG40BR

This is an automatically generated datasheet. 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

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