

Facestock

A white, satin finished, machine direction oriented, corona-treated polyolefin film.

Caliper	75 µm	ISO 534
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Adhesive

A special purpose extra permanent, rubber based adhesive.

Liner

BG45 white, a supercalendered glassine paper.

Basis Weight	71 g/m²	ISO 536
Caliper	61 µm	ISO 534
Transparency	50 %	DIN 53147

Laminate

Total Caliper	158 µm±10%	ISO 534
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Performance data

Initial Tack	20 N/25mm	FTM 9 Glass
Peel Adhesion 90°	12 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service temperature	-20°C to 80°C	

Adhesive Performance

S277 is an highly aggressive permanent adhesive with excellent tack and adhesion to a wide variety of substrates including rough and apolar substrates.

NB. Due to the nature of the adhesive, a slight yellowing effect of the adhesive may occur over time.

Applications and use

Applications are predominantly in home and personal care. Due to its flexibility, the product is especially suitable for semi-squeezable bottles and other semi-flexible containers. The film is also used for tube-labeling. The clear, white finished film blends well into matt plastic containers. To obtain a high gloss the label can be overvarnished

Conversion & printing

The film has a machine direction orientation which offers very good dimensional stability and allows cross directional conformability.

The engineered print skin 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. On-press corona treatment is recommended for optimal ink adhesion. 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.

In circumstances where high scuff resistance is required, overvarnish of the printed labels is advised.

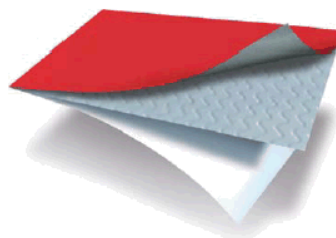
Special Approvals

This material complies with BS 5609, Section two, Marine Immersion Test.

AD385

Fasson ®

PRIMAX PLUS - S277-BG45WH IMP



PRIMAX PLUS

S277

BG45WH

Shelf life

Two years 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. 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

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