

### Facestock

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

Basis Weight 70 g/m<sup>2</sup> ISO 536

Caliper 60 µm ISO 534

### Adhesive

A general purpose permanent, rubber based adhesive.

### Liner

BG40 brown, a supercalendered glassine paper.

Basis Weight 57 g/m<sup>2</sup> ISO 536

Caliper 51 µm ISO 534

### Laminate

Total Caliper 130 µm±10% ISO 534

### Performance data

Initial Tack 22 N/25mm FTM 9 Glass

Peel Adhesion 90° 11 N/25mm FTM 2 St.St.

Min. Application Temp. 0 °C

Service temperature -40°C to 70°C

### Adhesive Performance

The adhesive features excellent tack and adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates.

Particularly good performance at lower temperatures, e.g. labeling of chilled products.

### 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 clichés of different dimensions, therefore some lines can appear on the hologram.

### Special Approvals

The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XXI as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment. The adhesive can be used in direct contact with dry and moist, non fatty foodstuffs.

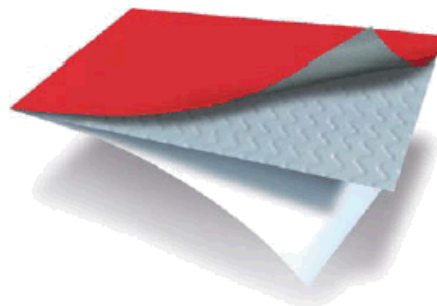
### Shelf life

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

## AF115

### Fasson®

HGFP FIREWORKS TOP - S2045N-  
BG40BR



HGFP FIREWORKS TOP

S2045N

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](mailto:datasheet.mgmt@eu.averydennison.com)*

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