

### Facestock

A matt white monomeric, plasticised PVC film.

Basis Weight	115 g/m <sup>2</sup>	ISO 536
Caliper	80 µm	ISO 534

### Adhesive

A special purpose extra permanent, rubber based adhesive.

### Liner

BG45 white, a supercalendered glassine paper.

Basis Weight	71 g/m <sup>2</sup>	ISO 536
Caliper	61 µm	ISO 534
Transparency	50 %	DIN 53147

### Laminate

Total Caliper	165 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

Promotional labels and stickers for indoor and outdoor use, labels which require good durability and flexibility. Typical applications include labels for oil cans, shampoo bottles, plastic containers and chemical drums.

### Conversion & printing

The facestock can be printed with flexo, letterpress, screen, gravure and offset. Also suitable for hot foil stamping with suitable leaf quality. Due to the non-absorbent surface nature, accelerated drying systems or UV-curing are recommended to obtain maximum possible ink bonding with letterpress and offset. Consult your printing ink supplier about suitable printing inks for your application. All printing inks should be tested for suitability prior to use. We strongly recommend to use a primer in the printing process of PVC in general.

### Special Approvals

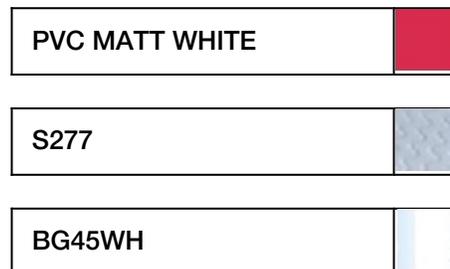
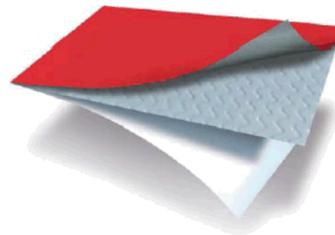
This material complies with BS 5609, Section two, Marine Immersion Test.

### Shelf life

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

## AF175

### Fasson ® PVC MATT WHITE - S277- BG45WH IMP



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

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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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#### Warranty

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