

### Facestock

A white, one side machine coated, woodfree printing paper with semi-gloss appearance. The facestock is made from FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: C004451).

Basis Weight	80 g/m <sup>2</sup>	ISO 536
Caliper	69 µm	ISO 534

### Adhesive

A special purpose permanent, rubber based adhesive.

### Liner

BG40 brown, a supercalendered glassine paper.

Basis Weight	55 g/m <sup>2</sup>	ISO 536
Caliper	49 µm	ISO 534

### Laminate

Total Caliper	140 µm±10%	ISO 534
---------------	------------	---------

### Performance data

Initial Tack	33 N/25mm	FTM 9 Glass
Peel Adhesion 90°	17 N/25mm	FTM 2 St.St.
Min. Application Temp.	-5 °C	
Service temperature	-40°C to 70°C	

### Adhesive Performance

The aggressive nature of the adhesive provides excellent performance on rough or difficult substrates such as rubber goods, shoes, rugs and carpets, as well as on packaging materials like cardboard, wood, fibre drums and plastic containers (e.g. HDPE and Polypropylene drums). In addition the adhesive has excellent performance at low temperature and on apolar substrates.

### Applications and use

The products are suitable for a wide range of promotional and industrial label applications where attractive semi-gloss appearance in multi-colour work is required.

### Conversion & printing

Facestock is suitable for solid and halftone images and text printing by letterpress, flexo (UV and waterbased) offset and screen processes. Hot and cold foil stamping, varnishing and variable imprinting with thermal transfer are also suitable for this product.

### 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, non fatty foodstuffs.

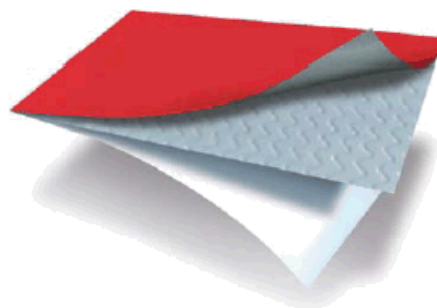
### Shelf life

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

## AF588

## Fasson ®

### MC PRIMECOAT FSC - S445N-BG40BR



MC PRIMECOAT FSC

S445N

BG40BR

*This is an automatically generated datasheet. 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)*

### Avery Dennison Materials Group Europe

Willem Einthovenstraat 11  
2342 BH Oegstgeest  
The Netherlands  
+31 (0)85 000 2000

**Warranty**

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

©2019 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.