

AU007

Fasson ® GLOBAL MDO WHITE - S7000-BG40WH

Inherently printable,
 white, co-extruded
 film combined with
 Avery Dennison
 ClearCut™ Adhesive
 Technology and
 glassine liner.



Key features

> Global MDO combined with the ClearCut™ adhesive S7000 provides substantial benefits for both label printers and brand owners.

> Thinner: The best choice of films combining thin and semisqueezable characteristics. Thinner material -more labels on the roll-fewer changeovers & up to 50% savings on inventory and transportation space. Driven by reduction in material this product offers benefits across key sustainability elements.

> Clearer: Enhanced shelf appeal. White film with higher level of opacity for design enhancements.

> Cleaner: Less downtime on press and dispensing equipment caused by significantly lower levels of adhesive build up.

Comparative Avery Dennison™ Greenprint® Results:
 Global MDO White-S7000-BG40WH (AU007) vs. PE85 White-S692N-BG40WH (AF135)

Impact Category	Fossil Material	Trees	Water depletion	Energy Use	GHG	Solid Waste
Difference	39% less	-	3% more	17% less	24% less	15% less

Facestock

A thin white machine direction oriented, corona-treated semi-gloss polyolefin film

Basis Weight	50 g/m ²	ISO 536
Caliper	50 µm	ISO 534

Adhesive

A clear, general purpose permanent, acrylic adhesive.

Liner

BG40 white, a supercalendered glassine paper.

Basis Weight	61 g/m ²	ISO 536
Caliper	54 µm	ISO 534

Laminate

Total Caliper	121 µm±10%	ISO 534
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Performance data

Initial Tack	10 N/25mm	FTM 9 Glass
Peel Adhesion 90°	6.5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service temperature	-20°C to 80°C	

Adhesive Performance

S7000 exhibits a balance of release properties to enable high speed converting and dispensing on increasingly thinner substrates. Specifically designed to exhibit excellent wet out characteristics and water-whitening resistance.

Significantly less adhesive bleed vs. Industry standard, which reduces downtime on press and dispensing equipment.

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. To obtain a high gloss the label can be overvarnished.

Conversion & printing

The film has a machine direction orientation (MDO) which offers exceptional 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 optimum 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 excellent register properties especially when a high number of different colours are used.

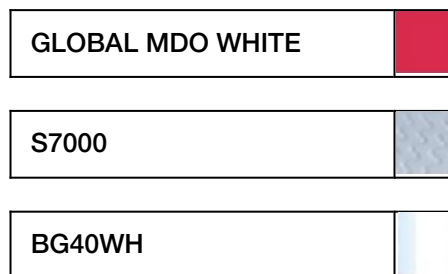
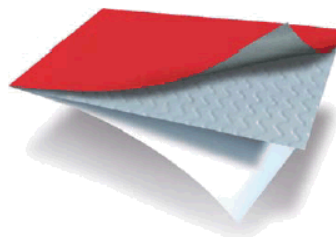
In circumstances where high scuff resistance is required, overvarnish of the printed labels is advised.

Special Approvals

The adhesive complies with the European food directives 1935/2004/EC and 10/2011/EC, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment.

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Shelf life

One year 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. 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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Warranty

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