

AS539

Fasson®

PP50 Top White – S7000 – PET23

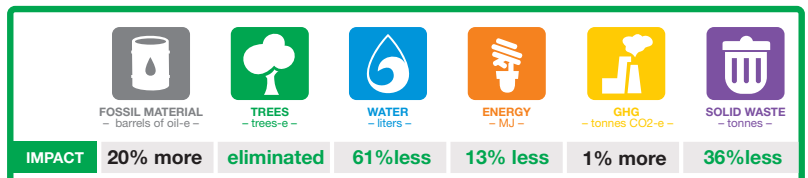
A white polypropylene film combined with Avery Dennison ClearCut™ Adhesive Technology and with a PET liner.

Key features

This polypropylene film in combination with the ClearCut™ adhesive S7000 provides substantial benefits for both label printers and brand owners:

- > A more robust operating window, enabling the use of thinner constructions during high speed conversion and dispensing.
- > The white pearlescent look increases shelf impact for the brand owners.
- > A significant reduction in adhesive bleed compared with current market standards, giving less adhesive contamination and easier clean-up.

Comparative Avery Dennison™ Greenprint* Results:
PP50 TOP WHITE S7000-PET23 (AS539) vs. PP TOP WHITE S692N BG40WH (AE403)



Facestock

A white bi-axially oriented, polypropylene film with a print-receptive topcoat.

Basis Weight	49 g/m ²	ISO 536
Caliper	0.050 mm	ISO 534

Adhesive

S7000 is a clear permanent acrylic adhesive.

Liner

A clear polyester liner giving optimum smoothness to the adhesive layer.

Basis Weight	32 g/m ²	ISO 536
Caliper	0.023 mm	ISO 534

Laminate

Total caliper	0.089 mm ±10%
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Performance data GLASS

Loop tack	450 N/m	FTM 9 HDPE
Peel Adhes. 90°	280 N/m	FTM 2 HDPE
Min. appl. temp.	+5 °C	
Service temp.	-20 °C → +80 °C	

Adhesive Performance

The new proprietary S7000 adhesive 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, water-whitening resistance and up to 50% lower adhesive ooze, which improves operational efficiency and reduces equipment downtime. The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment.

Applications and use

Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired.

Conversion/printing

The modified acrylic based topcoating 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. The topcoat is designed for optimum ink adhesion. On-press corona treatment is not advised. 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.

Shelf life

One year when stored at 22°C / 50% R.H.

Europe

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Warranty

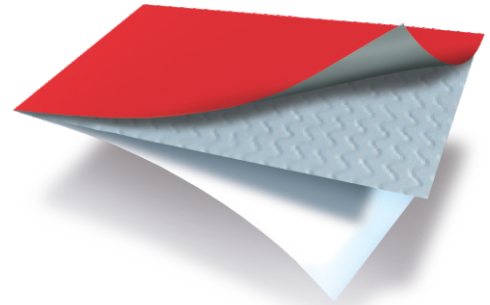
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**Avery Dennison™ Greenprint methodology is a life cycle-based environmental performance assessment tool. It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assessment. The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.*

N.B. : All data to be considered as typical values.