



VELVET EF MACcoat EF

not just a paper for labels, but 20% less CO₂ emissions!

Pursuing its sustainable development policy, MACTac complements its well known semi-gloss paper offering by launching the new Environmentally Friendly grades, VELVET EF and MACcoat EF.

These new grades will help end-users position their products ; by using labelling as a powerful communication tool for the increasing market of environmentally conscious consumers.

VELVET EF and MACcoat EF coated paper face stocks are the first 100 % FSC certified semi-gloss coated papers comprised of **60% recycled fibres**.

VELVET EF and MACcoat EF are available with the water borne acrylic permanent adhesive MP196.



A Bemis Company

VELVET EF
MACcoat EF



The first recycled semi-gloss papers in the PSA industry optimizing eco-design packaging solutions.

Made of **60% recycled fibres** (FSC certified) and 40% virgin fibres (FSC certified), VELVET EF and MACcoat EF bring a real benefit to environment:

- they help save the planets' resources by reducing water consumption by 35%, electricity by 20% and the CO₂ emission levels by 20%;
- they anticipate the new European legislation identifying the content of recycled components and CO₂ emission level of each fast-moving consumer goods packaging.

In that respect, using VELVET EF and MACcoat EF is a true taking part in the packaging carbon footprint reduction.

Benefits

- ❖ **60% recycled fibres.** Generate energy savings as opposed to traditional standard paper face stocks made of virgin fibres (like for example our standard VELVET and MACcoat): reduction by 35% of water utilization, by 20% of electricity, by 20% the CO₂ emission level*.
- ❖ High-performance **mechanical properties** similar to that of standard semi-gloss face stocks, enabling labelling applications in all market segments: food, cosmetic, drink, household etc... Suitable for high converting speed.
- ❖ Excellent **whiteness** (CIE 118) similar to that of standard semi-gloss face stocks. Captures light and brings intense colors.
- ❖ **Printable** by all common printing processes such as flexo, letterpress, offset, gravure and digital Indigo printing**
- ❖ **Food contact** : compliant with the EU 1935/2004 food regulation.
- ❖ **FSC Certification***** : Independent sustainable forest certification guaranteeing the origin of the fibres used in the paper, committed to environmental responsibility.

* Carbon footprint calculation made by "The Carbon Neutral Company"

** Special quality for HP Indigo under process of certification (4500 and WS6000 series)

*** Paper fibres 100% Mixed Sources FSC certified (Forest Stewardship Council); MACTac industrial site will be chain of custody certified by the end of 2010.

For more information and detailed Technical Data Sheet,
please browse our website :
www.mactac.eu (Label Printing Products section)



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