

# Product data : MACsilky - PERMANENT

## DESCRIPTION

### Face stock :

White rayon acetate cloth, resin impregnated, satin finish, ca. 130 g/m<sup>2</sup>.

### Adhesive :

Permanent acrylic based.

### Backing :

Coated Kraft paper, ca. 140 g/m<sup>2</sup> :  
Secury 13 (without breaklines)

### Laminate :

ca. 320 g/m<sup>2</sup> ASTM D 645

## ADHESIVE

**PERMANENT** : High performance adhesive. Excellent resistance to U.V. light, weather and ageing performance adhesive.

On textile for short periods

	Tack	Adhésion
	••	••
	•	•

••• : High

•• : Medium

• : Low

## (TYPICAL VALUE)

Quick Tack	16 ± 2 N/25 mm	FTM 9, on glass
Peel 20 min	12 ± 2 N/25 mm	FTM 1, on glass
Peel 24 h	13 ± 3 N/25 mm	FTM 1, on glass
Resistance to shear	> 400 h	FTM 8, on glass
Dimens. Stability (applied)	no shrinkage	FTM 14, alu
Dimens. stability on the backing paper	no shrinkage	Measured after 72 h at 60°C
Temperature ranges	Min. application temperature : + 10 °C Service temperature :- 20 °C to + 70 °C	
Shelf life	2 years when stored at 15-25 °C, 50 % relative humidity, in the original packaging.	

## PRINTING METHOD

Screen printing, offset and letterpress. Superb print quality : the calendered and high density fabric guarantees consistent absorption of printing inks and a perfect print density. Very good results in laser printing.

### Notes :

- As MACsilky is a woven material, all labels of a production run should be laid out and printed in the same direction to ensure accurate and identical colour reproduction.
- No fraying during guillotine cutting thanks to a high density resin impregnated fabric. However as MACsilky is a woven material, special care should be taken for matrix stripping (rotary printing and die-cutting equipment).
- We recommend to maintain an unprinted area of 3-4 mm on the edges of the printed decal to avoid edge lifting.

## APPLICATIONS AND USES

Luxury top-quality labels with a satin finish for product identification, mainly on expensive items such as cosmetics, jewellery or premium give-aways. Due to its non staining and removable adhesive from fabrics, MACsilky is especially suitable for high quality fabric / garment labels, name tags and conference badges (application for short period).

## REMARKS

Please note MACsilky is not recommended for application on leather, silk and suede.

## GENERAL REMARK : factors affecting adhesion

Adhesion failure problems can be avoided by :

- Where possible, always test the proposed construction under actual application and end-use conditions because a 100 % multi-purpose adhesive for all substrates does not exist.
- Adverse reactions may occur when applying Removable adhesive onto certain substrates. Therefore, a suitability test is necessary.
- Being familiar with factors which adversely affect adhesion :
- Labels or stickers should not be applied onto dusty, dirty, oily or oxidized surfaces.
- Mould release agents on blow-moulded plastic surfaces inhibit adhesion.
- Adhesion failure may occur on substrates with low surface tension, such as polyethylene or polypropylene. Rubber based adhesives stick better to low energy surfaces than acrylics.
- Avoid the use of relatively rigid facestocks on highly curved or small diameter surfaces.

Do not use pressure sensitive materials outside the recommended service temperature range, or do not apply below the minimum application temperature.



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*Contains more than 0.1% (w/w) of Bis(2-ethyl(hexyl)phthalate) (DEHP) CAS number 117-81-7 You can find more information on this substance on <http://www.dehp-facts.com/>*