

# Product data : SUPERGLOSS 180 G - PERMANENT

## DESCRIPTION

### Face stock :

White woodfree high gloss cast coated card. Excellent printing quality by all common print processes such as offset, letterpress, screen, flexo, gravure and hot foil stamping.

<b>Weight</b>	ca. 180 g/m <sup>2</sup>	ISO 536
<b>Thickness</b>	ca. 183 µm	ISO 534
<b>BEKK smoothness</b>	Min. 70 sec.	ISO 5627

### Adhesive :

Water emulsion based adhesive for general applications. Excellent ANTI-BLEEDING properties to prevent edge-bleeding during printing and guillotine trimming. Suitable for repulpable process.

### Backing :

White coated Kraft paper : plain backing.  
 - Secury 9 (plain - without breaklines) ca. 90 g/m<sup>2</sup> - no back-printing.

### Laminate :

ca. 290 g/m<sup>2</sup>

## ADHESIVE

	Tack	Adhésion
<b>PERMANENT</b> : For general purposes. Good anti-bleeding properties	••	••
••• : High	•• : Medium	• : Low

### Temperature ranges

Min. application temperature : + 10 °C  
 Service temperature :- 20 °C to + 70 °C

### Toy labelling

in compliance with EN 71/3

### Shelf life

2 years when stored at 15-25 °C, 50 % relative humidity, in the original packaging.

## APPLICATIONS AND USES

For top and multicolour quality print applications, where high level stiffness is required such as selfadhesive postcards. Allows creations of impressive visual appearance.

## MAIN BENEFITS FOR THE USER

Top level Printing Quality.

Perfect flatness thanks to the outstanding dimensional stability due to the conditioning of the complex at 21 +2 °C and at ca. 55+-10 % relative humidity.

## 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.



MACtac Europe  
Bd Kennedy, Zoning Industriel, Zone B  
B-7060 Soignies Belgium  
Phone : +32 (0) 67 346 211  
Fax : +32 (0) 67 346 339  
[www.mactac-europe.com](http://www.mactac-europe.com)  
e-mail : [mactac.europe@mactac.com](mailto:mactac.europe@mactac.com)



---

*All MACtac products are subject to careful quality control throughout the manufacturing process and are warranted to be of quality and free from manufacturing defects.*

*Published information concerning MACtac products is based upon research which the Company believes to be reliable although such information does not constitute a warranty.*

*Because of the variety of uses of MACtac products and the continuing development of new applications, the purchaser should carefully consider the suitability and performance of the product for each intended use, and the purchaser shall assume all risks regarding such use. The seller shall not be liable for damages in excess of the purchase price of the product nor for incidental or consequential damages. All specifications are subject to change without prior notice.*