



A Bemis Company



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# Technical data sheet

TECHNICAL  
MARKETING ROLL LABEL

## Velvet EF MP 196 Century 6 Br FSC®

FACE  
MATERIAL



A white, wood free, machine coated label paper, medium gloss finish and good whiteness, FSC® Mixed Credit certified.

Coated paper made of **60% recycled fibres**. Compliant with the EU 1935/2004 food regulation. Being made of recycled fibres, small dots may randomly appear on the surface, which is the characteristic of all paper made of recycled fibres.

This will not affect its inherent quality and features as described above.

Velvet EF is printable by all common printing processes such as flexo, letterpress, offset and gravure.

### Application

This high quality coated paper is suitable for general promotional and quality product labelling applications in all market segments : food, cosmetic, drink, household etc... For applications on very curved surfaces (< 15mm diameter), we recommend our Macflex face stock. For applications on curved surfaces (>15mm diameter) other than glass, prior tests must be conducted.

### Technical Characteristics

<b>Thickness</b>	70 ± 9 µm	ISO 534
<b>Weight</b>	85 ± 7 gr/sqm	ISO 536
<b>PPS recto</b>	0,9 – 1	ISO 8791
<b>Whiteness</b>	120	ISO 11475
<b>Opacity</b>	Min 84 %	ISO 2471
<b>Tensile strength (MD)</b>	Min 75 N/15mm	ISO 1924-2

**MP 196** is a permanent acrylic adhesive, emulsion based, offering a perfect combination of quick tack and shear resistance, and an outstanding adhesion to most substrates.

MP 196 is a multipurpose adhesive suitable for high converting speeds, achieving optimal dispensing.

**Certification** : Direct contact dry and moist non-fatty foodstuffs (28226 U 09)

### Properties

<b>Quick Tack</b>	min. 13	N/25 mm on glass	FTM 9
<b>Peel 20 min</b>	min. 10PT	N/25 mm on glass	FTM 1
<b>High speed release force</b>	0,18 ± 0,05	N/25 mm at 100 m/min.	FTM 4
<b>Low speed release force</b>	0,09 ± 0,04	N/25 mm at 300mm/min	FTM 3
<b>Cohesion</b>	min. 24h	On glass	FTM 8
<b>Application temperature</b>	min. + 5 °C		
<b>Service temperature</b>	-15°C to +90°C		

Super calendered glassine backing paper combining high flexibility and consistent caliper for speed and ease of conversion with good translucency for optical scanning, FSC® Mixed Credit certified. Excellent resistance to die cutting.

### Technical Characteristics

<b>Thickness</b>	55 ± 6 µm	ISO 534
<b>Weight</b>	60 ± 5 gr/m <sup>2</sup>	ISO 536
<b>Tensile strength</b>	Minimum 75 N/15mm M.D.	ISO 1924-2
<b>Transparency</b>	minimum 46 %	DIN 53147

**Shelf life:** 2 years when stored at 15-25°C, (50 ± 5) % relative humidity, in the original packaging.

ADHESIVE

BACKING



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