

# Velvet MP 196 Century 6

## FACE MATERIAL

**A white, wood free, machine coated label paper, medium gloss finish and good whiteness.**

Velvet 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 should 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

## ADHESIVE

**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		

## BACKING

Super calendered glassine backing paper combining high flexibility and consistent caliper for speed and ease of conversion with good translucency for optical scanning. 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.



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