



Velvet MP 710N - 2 Century 6

FACE MATERIAL

ADHESIVE

BACKING

A white, wood free, elemental chlorine free, machine coated label paper offering medium gloss finish, good whiteness and high opacity
Velvet is printable by all common printing processes such as flexo, letterpress, offset and gravure.

Application

Velvet 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 combined with MP196 adhesive. For applications on curved surfaces (>15mm diameter) other than glass, prior tests should be conducted.

Technical characteristics

Thickness	70 ± 9 µm	ISO 534
Weight	85 ± 7 gr/sqm	ISO 536
PPS recto	0.9 - 1	ISO 8791
Whiteness	120	ISO 11475
Opacity	Min 84 %	ISO 2471

Permanent rubber based adhesive with increased coat weight combining all purpose properties with very high initial tack. This Hot Melt is suitable for use on a wide variety of very difficult substrates

Certification : Direct contact dry and moist non-fatty foodstuffs (29948U 10)

Properties

Quick Tack	≥ 20	N/25 mm on glass	FTM 9
Application temperature	above - 5°C	<i>Under 0°C, the application guaranty is mainly depending on the kind of face and substrate used. Prior test is recommended.</i>	
Service temperature	- 30°C to + 60°C		

NB : adhesion data based on limited number of production runs

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

Thickness	55 ± 6 µm	ISO 534
Weight	60 ± 5 gr/m²	ISO 536
Tensile strength	Minimum 75 N/15mm M.D.	ISO 1924-2
Transparency	minimum 46 %	DIN 53147

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



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
e-mail : mactac.europe@mactac.com



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