

PRODUCT DATA SHEET

FASSON®

FASSON® MC White

issued: February 2011

Introduction

A self-adhesive paper sheet product for offset printing.

Description

Face : A premium-quality machine-coated woodfree offset paper, semi-gloss finish, white only

Availability

	Adhesive ➡	Permanent	Removable	Supertack
Backing ⤴				
Crack-Back® Plus (diagonal cracklines)		x	x	x
No cracklines		x	x	x
Scored backing* (parallel cracklines)		x		

* Parallel scored products have limitations compared to Crack-Back Plus, see reverse side

Printing & Conversion

Offset printing.

Before applying the label, the surface must be clean, dry and grease-free. (see *technical bulletin 7.1*)

Features

Excellent layflatness, enabling high speed printing

The unique Crack-Back Plus backing removal system with diagonal scored lines facilitates creating lay-outs, conversion and application of the label.

Supertack adhesive is specifically developed for applications on rough and apolar surfaces.

Uses

Multi-colour-, identification-, mailing (addressing/shipping)-, carton-, packaging-, video-, cassette-, inventory-, pricing, barcode labels. Promotional-, seasonal-, theme-, children's-, toy- and collectable stickers. Magazine supplements; on flat or curved surfaces.

For indoor use only.

General

Shelf life : 2 years stored at 20°C / 55% R.H.

Total caliper (±10%) : 173 – 193 micron



www.averygraphics.com

Graphics & Reflective Products Division
Rijndijk 86, P.O. Box 118
2394 ZG Hazerswoude – The Netherlands
Tel +31 71 3421500 – Fax +31 71 3421538

PRODUCT CHARACTERISTICS

Fasson® MC White

Physical properties

Face

Basis weight	: 80 g/m ²	ISO 536
Caliper	: 73 micron	ISO 534
Tensile	: 4.0 kN/m MD	ISO 1924/2
Tear (Elmendorf)	: 350 mN MD	ISO 1974
Brightness	: 94 %	T 543-92
Gloss 75°	: 65 %	DIN 2813
Opacity	: 87 %	ISO 2471

Adhesive

Permanent	General-purpose emulsion-based permanent adhesive with a high initial tack and high adhesion on most common substrates
Removable	General-purpose emulsion-based removable adhesive. A well-balanced combination of tack and adhesion permits easy removability from most non-porous surfaces. Good UV-resistance and cold temperature performance. <i>Caution:</i> Removability can be inhibited if the label is applied to surfaces with which it could react, such as surfaces printed with nitrocellulose-based inks, varnishes, polystyrene, and certain coated papers and board (SBR based coatings).
Supertack	An emulsion-based permanent adhesive specially developed for apolar and rough surfaces. High initial tack combined with strong permanent bond.

	<u>Permanent</u>	<u>Removable</u>	<u>Supertack</u>	
Minimum application temperature	+5°C	+5°C	+5°C	
Service temperature range		-40°C to +80°C (24 hrs) / +110°C (1 hr)		
Adhesion on stainless steel, initial	320 N/m	100 N/m	520 N/m	FTM-2
Quick Stick on glass	400 N/m	120 N/m	560 N/m	FTM-9

Backing

Crack-Back Plus	One-side-coated bleached kraft paper, with diagonally crush-scored lines, along which the backing will crack cleanly when bent back, allowing easy removal in just two pieces. Lines are spaced just 32 mm apart. Good layflatness ensures first-class printing and finishing. (For optimal functionality take care of the following: minimum label size must be 20 cm ² . The shortest side of a rectangle or the smallest diameter of an ellipse must be at least 25 mm.)
No cracklines	A bleached one-side-coated white kraft, especially designed for sheet products, featuring minimal moisture sensitivity.
Scored backing	One-side-coated bleached kraft paper, with crush-scored lines, running in the machine direction, 31 mm apart. Bending along one of the lines will crack the backing open for easy removal. The functionality of scored backing products is strongly related to label size. We advise not to use scored backing for labels larger than A4 (210 x 297 mm) or smaller than A8 (52 x 74 mm). Also the direction of the scorelines is of importance; for labels from A8 to A6 (105x 148 mm) it is commendatory to have the scorelines parallel to the short side of the label. For products not complying to these recommendations Avery Dennison does not take responsibility for the functionality of the scorelines. Use Crack-Back Plus instead!

	<u>Crack-Back Plus</u>	<u>No cracklines</u>	<u>Scored backing</u>	
Basis weight	94 g/m ²	87 g/m ²	83 g/m ²	ISO 536
Caliper	95 micron	95 micron	83 micron	ISO 534

Warranty: FASSON® brand products are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing. All FASSON® brand products are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

Important: Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use. All technical data are subject to change without notice.

February 2011



www.averygraphics.com

Graphics & Reflective Products Division
Rijndijk 86, P.O. Box 118
2394 ZG Hazerswoude – The Netherlands
Tel +31 71 3421500 – Fax +31 71 3421538