

### Facestock

A white, satin finished, machine direction oriented, corona-treated polyolefin film.

Basis Weight	65 g/m <sup>2</sup>	ISO 536
Caliper	63 µm	ISO 534

### Applications and Use

Applications are predominantly in home and personal care. Due to its flexibility the product is especially suitable for semi-squeezable bottles and other semi-flexible containers. The film is also used for tube-labeling. The white, matt finished film blends well into matt plastic containers. To obtain a high gloss, the label can be overvarnished.

### Conversion and Printing

The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability. The engineered print skin can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes. UV, water-based and solvent-based inks can be used. On-press corona treatment is recommended for optimum ink adhesion. The face material is suitable for Thermal Transfer printing. Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier. The material has very good register properties especially when a high number of different colours are used. In circumstances where high scuff resistance is required, overvarnish of the printed labels is advised.

### Shelf Life

To obtain optimal performance, use this product within one year of the date of manufacture, under storage conditions as defined by FINAT (20-25°C; 40-50%RH). Prolonged storage outside these conditions might reduce the shelf life.

# AD291

## Fasson®

### PRIMAX II



PRIMAX II

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*If you would like to make a suggestion or comment on this datasheet, please send an email to [datasheet.mgmt@eu.averydennison.com](mailto:datasheet.mgmt@eu.averydennison.com)*

### Avery Dennison Materials Group Europe

Willem Einthovenstraat 11  
2342 BH Oegstgeest  
The Netherlands  
+31 (0)85 000 2000

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