

Facestock

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

Basis Weight	101 g/m ²	ISO 536
Caliper	88 µm	ISO 534

Adhesive

A special purpose extra permanent, rubber based adhesive.

Liner

BG45 white FSC is a supercalendered glassine paper.

This material complies with BS 5609, Section two, Marine Immersion Test. To comply with BS 5609 Section 3, the specific inks or ribbons have to be evaluated; tests can be performed upon request.

Basis Weight	72 g/m ²	ISO 536
Caliper	63 µm	ISO 534

Laminate

Total Caliper	180 µm±10%	ISO 534
---------------	------------	---------

Performance Data

Initial Tack	28.5 N/25mm	FTM 9 Glass
Peel Adhesion 90°	17.5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service Temperature	-20 °C to 80 °C	

Adhesive Performance

S277 is an highly aggressive permanent adhesive with excellent tack and adhesion to a wide variety of substrates including rough and apolar substrates.NB. Due to the nature of the adhesive, a slight yellowing effect of the adhesive may occur over time.

Applications and Use

Applications are predominantly in home and personal care, chemical and industrial. A very high caliper and robust film, allowing reliable dispensing of large labels and complex label shapes. Due to its flexibility, the product is especially suitable for semi-squeezable bottles and other semi-flexible containers. 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 very good 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 optimal 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.

AD627

Fasson ®

PRIMAX I S277 INC-BG45WH FSC



PRIMAX I

S277

BG45WH FSC

*This is an automatically generated datasheet. All data to be considered as typical values and subject to change without prior notice. Further testing is always recommended.
If you would like to make a suggestion or comment on this datasheet, please send an email to datasheet.mgmt@eu.averydennison.com*

REACH Compliance

Notification according to Article 33 of the REACH Regulation (SVHC) This article contains the following substance which is included on the candidate list, according to article 59 (1,10) of the REACH registration, in a concentration above 0.1% (w/w):

6,6'-di-tert-butyl-2,2'-methylenedi-p-cr (119-47-1)

Compliance and Approvals

This material complies with BS 5609, Section two, Marine Immersion Test. To comply with BS 5609 Section 3, the specific inks or ribbons have to be evaluated; tests can be performed upon request.

Shelf Life

To obtain optimal performance, use this product within two years 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.

Avery Dennison Materials Group Europe

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



Warranty

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

©2025 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.