

Facestock

A clear corona treated, bi-axially oriented polypropylene film.

Basis Weight	23 g/m ²	ISO 536
Caliper	25 µm	ISO 534

Adhesive

A clear permanent acrylic based adhesive.

Liner

A clear polyester liner giving optimum smoothness to the adhesive layer.

Basis Weight	32 g/m ²	ISO 536
Caliper	23 µm	ISO 534

Laminate

Total Caliper	58 µm±10%	ISO 534
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Performance Data

Initial Tack	8 N/25mm	FTM 9 Glass
Peel Adhesion 90°	5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service Temperature	-20 °C to 50 °C	

Adhesive Performance

S7400 is a clear, permanent acrylic adhesive designed specifically for prime beer label applications. It is engineered to be applied on clean and dry surfaces. After label is applied, it will not be affected by moist environment typical for breweries. Also S7400 has excellent wet-out, converting, stripping and dispensing characteristics and up to 50% lower adhesive bleed, which improves operational efficiency and reduces equipment downtime. After the label has been applied this adhesive maintains clarity even with extended exposure to ice water (72 hours).

Applications and Use

Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a high level of squeezability is desired.

Automatic application: The robust film liner allows for consistent, snap free, application on high speed lines.

Conversion and Printing

The material can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot foiling processes. UV, water-based and solvent-based inks can be used. Inline corona treatment is recommended for optimum ink adhesion. Overlaminating of the printed face material gives excellent scratch resistance and allows high speed dispensing.

As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner. Press stability is good with stable, consistent register during conversion. Flat bed performance is good while solid and magnetic rotary dies need additional care. (Die bearers must be adjusted to the polyester liner).

AR073

Fasson®

PP25 CLEAR S7400-PET23



PP25 CLEAR

S7400

PET23

*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*

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.

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Warranty

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