

Facestock

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

Basis Weight 18 g/m 2 ISO 536 Caliper 20 μ m ISO 534

Adhesive

A clear permanent arylic based adhesive.

Liner

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

Basis Weight 32 g/m² ISO 536 Caliper 23 µm ISO 534

Laminate

Total Caliper 53 µm±10% ISO 534

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

Automatic application: The robust film liner allows for consistant, 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, consistant 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).

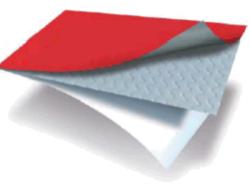
Shelf Life

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.

AU324

Fasson ®

PP20 CLEAR S7400-PET23



PP20 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



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



©2024 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.