

Facestock

A bi-axially oriented bright point design holographic polypropylene film.

Basis Weight	36 g/m ²	ISO 536
Caliper	40 µm	ISO 534

Adhesive

A permanent, acrylic based adhesive.

Liner

BG50 white, a supercalendered glassine paper.

The liner is made from FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: FSC-C004451).

Basis Weight	78 g/m ²	ISO 536
Caliper	68 µm	ISO 534

Laminate

Total Caliper	131 µm±10%	ISO 534
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Performance Data

Initial Tack	14.5 N/25mm	FTM 9 Glass
Peel Adhesion 90°	9 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service Temperature	-40 °C to 90 °C	

Adhesive Performance

The adhesive is perfectly suitable for uses that need a good resistance to UV, fats or solvents. Good general adhesion performance on a wide range of substrates.

Applications and Use

Holographic labels are widely used in retail for promotional and decorative purposes. This product is suitable for the use in the beverage, spirits and food industries. Holographic labels are also suitable for wine applications.

Conversion and Printing

The material can be printed by UV flexo and offset, rotogravure. Letter press printing is not recommended. Direct and prolonged contact with water and aggressive solvents should be avoided. The product is coated for printing. The pattern range is made by clichés of different dimensions, therefore some lines can appear on the hologram. A shimline will appear, in cross-direction every 342mm +/- 17mm.

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.

AV824

Fasson ®

HGF PP POINT TOP S697-BG50WH FSC



HGF PP POINT TOP

S697

BG50WH FSC



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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

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