

FASSON® MC White

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Introduction

A self-adhesive paper sheet product for offset printing.

Description

Face : A premium-quality machine-coated woodfree offset paper, semi-gloss finish, white only

Availability

<i>Adhesive</i> □	Permanent	Removable	Supertack
<i>Backing</i> □			
Crack-Back® Plus (diagonal cracklines)	x	x	x
No cracklines	x	x	x
Scored backing* (parallel cracklines)	x		

* Parallel scored products have limitations compared to Crack-Back Plus, see reverse side

Printing & Conversion

Offset printing.

Before applying the label, the surface must be clean, dry and grease-free.

Features

Excellent layflatness, enabling high speed printing

The unique Crack-Back Plus backing removal system with diagonal scored lines facilitates creating lay-outs, conversion and application of the label.

Supertack adhesive is specifically developed for applications on rough and apolar surfaces.

Uses

Multi-colour-, identification-, mailing (addressing/shipping)-, carton-, packaging-, video-, cassette-, inventory-, pricing, barcode labels. Promotional-, seasonal-, theme-, children's-, toy- and collectable stickers. Magazine supplements; on flat or curved surfaces.

For indoor use only.

General

Shelf life : 2 years stored at 20°C / 55% R.H.

For information regarding EHS regulation please visit our web side under downloads “Technical bulletins“ TB 7.8 Product Compliance Fasson Offset” and for technical guidance “Technical bulletins“ – Offset printing.

PRODUCT CHARACTERISTICS

Physical properties

Fasson® MC White

Face

Basis weight	: 80 g/m ²	ISO 536
Caliper	: 68 micron	ISO 534
Tensile	: 5.2 kN/m MD	ISO 1924/2
Opacity	: 87 %	ISO 2471

Adhesive

Permanent	General-purpose emulsion-based permanent adhesive with a high initial tack and high adhesion on most common substrates
Removable	General-purpose emulsion-based removable adhesive. A well-balanced combination of tack and adhesion permits easy removability from most non-porous surfaces. Good UV-resistance and cold temperature performance. <i>Caution:</i> Removability can be inhibited if the label is applied to surfaces with which it could react, such as surfaces printed with nitrocellulose-based inks, varnishes, polystyrene, and certain coated papers and board (SBR based coatings).
Supertack	An emulsion-based permanent adhesive specially developed for apolar and rough surfaces. High initial tack combined with strong permanent bond.

Removable

+ 80
+ 110

- 40

100

140
> +5

Permanent

+ 80
+ 110

- 40

365

380
> +5

Supertack

+ 80
+ 110

- 40

440

600
> +5

Minimum application temperature

Service temperature range
up to 24 hrs (°C)
up to 1 hr (°C)

Resistance to cold (°C)¹⁾ down to

Adhesion (N/m)

(FTM2 on steel/after 20 min)
Tack (N/m)
(FTM 9 on glass)

¹⁾ Not fully resistant until after adhesion reaches full strength – after at least 24 hrs

Backing

Crack-Back Plus	One-side-coated bleached kraft paper, with diagonally crush-scored lines, along which the backing will crack cleanly when bent back, allowing easy removal in just two pieces. Lines are spaced just 32 mm apart. Good layflatness ensures first-class printing and finishing. <i>(For optimal functionality take care of the following: minimum label size must be 20 cm². The shortest side of a rectangle or the smallest diameter of an ellipse must be at least 25 mm.)</i>	
No cracklines	A bleached one-side-coated white kraft, especially designed for sheet products, featuring minimal moisture sensitivity.	
Scored backing	One-side-coated bleached kraft paper, with crush-scored lines, running in the machine direction, 31 mm apart. Bending along one of the lines will crack the backing open for easy removal. The functionality of scored backing products is strongly related to label size. We advise not to use scored backing for labels larger than A4 (210 x 297 mm) or smaller than A8 (52 x 74 mm). Also the direction of the scorelines is of importance; for labels from A8 to A6 (105x 148 mm) it is commendatory to have the scorelines parallel to the short side of the label. For products not complying to these recommendations Avery Dennison does not take responsibility for the functionality of the scorelines. Use Crack-Back Plus instead!	
	<u>Crack-Back Plus</u>	
Basis weight	86 g/m ²	ISO 536
Caliper	87 micron	ISO 534

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

Important: Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty.