

**Product data MC PRIMECOAT R5000N-BG40 B/W**
**Product Data Sheet AA003**

Issue Date: 30 May 2012

**Facestock**

A white, one side machine coated, woodfree printing paper with semi-gloss appearance.

Basis Weight	80g/m <sup>2</sup>	ISO 536
Caliper	0.069mm	ISO 534

**Adhesive**

A general purpose removable, acrylic based adhesive.

**Liner**

BG40 , a supercalendered brown/white glassine paper.

Basis Weight	59g/m <sup>2</sup>	ISO 536
Caliper	0.053mm	ISO 534
Transparency	50%	ISO 2469
Laminate		
Total Caliper	0.140mm	+/- 10%

**PERFORMANCE DATA**

Initial Tack	140N/m	FTM 9 glass
Peel Adhes. 90°	55N/m	FTM 2 st.st.
Min. appl. temp.	-15 °C	
Service temp.	-30 °C --> +80 °C	

**N.B. : All data to be considered as typical values.**
**Adhesive performance:**

The adhesive features good tack and adhesion in combination with superior and clean removability from most substrates. Good UV resistance and long term removability.

The adhesive allows label application at a wide temperature range and it retains its removable properties even at very low temperatures.

The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment. The adhesive can be used in direct contact with dry, moist and such kind of fatty foodstuffs which have a reduction factor of at least 3

**Applications and use:**

The product is suitable for general application on a wide variety of substrates. Typical applications include removable labels for general stores and supermarkets, as well as industrial labeling, promotional and process labeling applications.

Application on weak substrates such as paper and board requires special care, depending on surface structure and internal strength of these substrates the removability may be limited.

**N.B: The product is not recommended for mandrel applications e.i. on curved, uneven and cylindrical substrates.**

Label application tests conducted on textiles so far showed good removability performance.

The use of R5000N adhesive on certain types of cardboards, or recycled fibers can be critical and we would strongly recommend to proceed to application testing first.

**Conversion / Printing:**

Facestock is suitable for single and/or multicolour line or process printing by letterpress, offset, flexo, screen and hot foil stamping.

If required the labels can be upgraded to a higher gloss level by additional varnishing.

Excellent conversion characteristics in rotary and flat-bed.

**Shelf life**

Two years, stored at 22°C / 50% RH.


 Inspired Brands.  
Intelligent World.

<b>Toll Free:</b>	<b>Johannesburg</b>
08000 AVERY	Tel: +27 11 249 5700
Fax: 0860 AVERY	Fax: +27 11 472 2715

<b>Cape Town</b>	<b>Durban</b>
Tel: +27 21 534 0985	Tel: +27 31 792 6400
Fax: +27 21 534 0986	Fax: +27 31 792 6416

<b>Europe</b>
Tel: +317 1 579 4100
Fax: +317 1 579 4180

<b>South Africa</b>
Tel: +27 11 249 5700
Fax: +27 11 472 2770

<b>South America</b>
Tel: +54 11 4014 2200
Fax: +54 11 4014 2225

<b>Asia Pacific</b>
Tel: +852 2802 9618
Fax: +852 2588 1344

<b>North America</b>
Tel: +800 944 8511 (U.S. & Canada)
Tel: +52 55 5565 0100 (Mexico)

**Warranty**

Information concerning Products are based upon tests believed to be reliable but do not represent a guarantee or warranty. Products are provided on the basis that any Purchaser has independently determined the suitability of the Products and Purchaser's purposes. The Company warrants the products to be free from defects in material and workmanship. Should any failure to conform to this warranty appear within one year of delivery (but not afterwards), upon notification thereof within seven (7) days of such appearance and substantiation that the Products have been stored and applied in accordance with the Company standards, the Company shall within a reasonable period correct such defects by providing a suitable replacement without charge at the Company's plant or at the location of the Products (at the Company's election) provided however, if the Company in its sole discretion determines that replacement is not commercially practical, the Company may issue a credit in favour of the Purchaser in an amount not to exceed the purchase price actually paid for the Products. Any implied warranty of merchantability fitness for particular purpose or other warranty of quality, whether express or implied by law, is hereby excluded to the extent permitted by law. In no event shall the Company be liable for any incidental, indirect or consequential damages including, but not limited to, loss of profit, loss of use or loss of capital. The remedies of the Purchaser set forth herein are exclusive, and the total potential liability of the Company arising out of any contract of or from the manufacture, sale, delivery, resale, installation or use of any products shall not exceed the purchase price of the products upon which liability is based.

