



PERFORMANCE GUIDE

Represents Typical Values Only

www.Mactac.com

AC7502 Platinum™ Semi-Gloss

Revised 01/2014 AKB

Description	Applications and End Uses			
Product	AC7502 is a bright white semi-gloss coated litho construction with a high tack, direct food contact adhesive and a 2.45 semi-bleached calendared kraft liner. Suitable for most prime labeling applications.	For demanding applications requiring an extremely aggressive permanent adhesive. Especially suited to rough textured surfaces.		
Face	Platinum Semi-Gloss is a very bright, white semi-gloss coated sheet with exceptional ink receptivity and high internal strength characteristics for high speed printing and converting.			
	Physical Properties Without Adhesive			
	Caliper, inches	0.0030 +/- 10%	TAPPI T-411	
	Brightness % Reflectance at 75° angle	89	TAPPI T-452	
	Gloss % Reflectance at 75° angle	75	TAPPI T-480	
	Opacity	86	TAPPI T-425	
	Tear, grams	42 MD 50 CD	TAPPI T-414	
	Tensile, lbs./in.	36 MD 16 CD	TAPPI T-494	
	Basis Weight, lbs. (25" x 38"/500 sheets)	59 +/- 10%	TAPPI T-410	
Adhesive	711HCWT is a high-tack rubber-based permanent adhesive formulated to provide excellent adhesion to many difficult substrates. The heavier coat weight of adhesive allows for good flow characteristics which permit adhesion to most rough textured surfaces.			
	Physical Properties of Adhesive			
	Thickness, inches	0.0014 +/- 10%		
	90° Peel Adhesion, lbs./in.	HDPE: 2.0	PSTC-2 (30 min. applied)	
		Stainless Steel: 3.0	PSTC-2 (30 min. applied)	
	Loop Tack (1"), lbs./in.	HDPE: 3.5	CTM-25	
	Temperature Ranges			
	Minimum Application	+20° F (-7°C)	CTM #45 Curwood	
	Service Ranges	-65 to +120° F (-54 to +49°C)	Polyester Film Dry Surface	
Liner	A semi-bleached calendared kraft liner excellent for die cutting, stripping and label dispensing. Primarily for roll-to roll applications.			
	Caliper, inches	0.00245 +/- 10%	TAPPI T-411	
	Basis Weight, lbs. (24" x 36"/500 sheets)	40 +/- 10%	TAPPI T-410	

Shelf Life One year when stored at 72° F and 50% R.H.

This product complies with CONEG regulations.

All MACTac Roll Label products meet the requirements of the Clean Air Act of 1990.

Note: The user is responsible for determining the product's suitability for all aspects of the application. If there are any questions about applications, or regulatory compliances, please contact your MACTac sales representative to discuss your requirements for recommendations. If this is a printed Performance Guide, it is an uncontrolled document. Please check the MACTac website for the latest, most-up-to-date version.

** Values given are typical for unprocessed product and are not for use as specifications. Processing may change the values.*

CALL 1-800-548-3456 for additional product information

IMPORTANT NOTICE: The information given and recommendations made herein are based on our research and are believed to be accurate. In every case, user shall determine before using any product in full scale production, whether such product is suitable for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or any other warranty, expressed or implied. No representative of ours has any authority to waive or change the foregoing provisions unless in a specific agreement signed by the officers of seller and manufacturer. Ultimately, sellers and manufacturers only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

™ Trademark of Morgan Adhesives Company LLC

® Registered Trademark of Morgan Adhesives Company LLC

www.Mactac.com

