



PERFORMANCE GUIDE

Represents Typical Values Only

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AP2901

Majestic Matte Litho

Revised: 12/201 KSM

Description	Applications and End Uses		
Product	AP2901 is a 60# bright white, matte-coated litho with an ultra removable and repositionable adhesive and a 2.4 semi-bleached super calendared kraft liner.		
	Applications include point of sale promotions, information processing, work-in-process labels, pricing and promotion on mirrors, house wares, office supplies, software, automotive products, toys, crafts, many fabrics, lawn and garden products etc.		
Face	A 60# bright white, high strength, matte-coated white litho paper stock designated for quality printing and high speed converting.		
	Physical Properties Without Adhesive		
	Caliper, inches	0.0039+/- 10%	TAPPI T-411
	Brightness % Reflectance at 75° angle	88	TAPPI T-452
	Gloss % Reflectance at 75° angle	12	TAPPI T-480
	Opacity	92	TAPPI T-426
	Tear, grams	54 MD 54 CD	TAPPI T-414
	Tensile, lbs./in.	32 MD 15 CD	TAPPI T-494
	Basis Weight, lbs. (25" x 38"/500 sheets)	60 +/- 10%	TAPPI T-410
Adhesive	1001 is a removable acrylic emulsion adhesive characterized by ultra repositionability, limited initial tack and low ultimate adhesion to most substrates. Not recommended for curved surface or Kromekote. Testing in highly recommended.		
	Physical Properties of Adhesive		
	Thickness, inches	0.0005 +/- 10%	
	Peel Adhesion	80 grams	PSTC-101F (30 min. applied)
	Temperature Ranges		
	Minimum Application	+45° F (+7°C) on most surfaces	CTM #45 Curwood
	Service Ranges	-50 to +150° F (-45 to +66°C)	Polyester Film Dry Surface
Liner	A semi-bleached super calendared kraft liner excellent for die cutting, stripping and label dispensing. Primarily for roll-to-roll applications.		
	Caliper, inches	0.0024 +/- 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 at www.mactac.com

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

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