



# PERFORMANCE GUIDE

## Represents Typical Value Only

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### DLA7772 50# Dairy Label Xtra

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Description	Applications and End Uses		
<b>Product</b>	DLA7772 is a brilliant white semi-gloss coated litho with excellent wick resistance and a high tack permanent adhesive and a 2.5 natural kraft liner. The entire construction converts and prints on wider webs and higher-speeds than typical rubber based adhesive coated papers.		
<b>Face</b>	Lightweight dairy label is a white, flexible, uncalendered sheet that has high internal strength characteristics for high speed printing and converting.		
	<b>Physical Properties Without Adhesive</b>		
	Caliper, inches	0.0029 +/- 10%	TAPPI T-411
	Brightness % Reflectance at 75° angle	87.5	TAPPI T-452
	Gloss % Reflectance at 75° angle	68	TAPPI T-480
	Opacity	85	TAPPI T-425
	Tear, grams	45 MD 48 CD	TAPPI T-414
	Tensile, lbs./in.	29 MD 14 CD	TAPPI T-494
	Basis Weight, lbs. (25" x 38"/500 sheets)	47 +/- 10%	TAPPI T-410
<b>Adhesive</b>	710 DL HCW is a high tack permanent, rubber-based adhesive especially engineered for dairy and similar applications. Excellent adhesion to a variety of surfaces including HDPE. Suitable for cold, damp labeling applications. Good high speed and wider web converting.		
	<b>Physical Properties of Adhesive</b>		
	Thickness, inches	0.0011 +/- 10%	
	Peel Adhesion, lbs./in.	HDPE: 1.9 Stainless Steel: 2.8	PSTC-101F (30 min. applied)
	Loop Tack (1"), lbs./in.	HDPE: 3.4 +20°F (-7°C) -65°F to +160°F (-54°C to +71°C)	PSTC-16 CTM #45 Curwood Polyester Film Dry Surface
	Temperature Ranges	0.0025 +/- 10%	TAPPI T-411
	Minimum Application Service Ranges	42 +/- 10%	TAPPI T-410
<b>Liner</b>	An unbleached natural kraft liner excellent for die cutting, stripping and label dispensing. Primarily for roll -to -roll applications.		
	Caliper, inches	42 +/- 10%	TAPPI T-410
	Basis Weight, lbs. (24" x 36"/500 sheets)	42 +/- 10%	TAPPI T-410
<b>Shelf Life</b>	One year when stored at 72° F and 50% R.H.		

*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](http://www.mactac.com)*

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

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