



# PERFORMANCE GUIDE

## Represents Typical Values Only

www.Mactac.com

**MS4500**

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### Saturated Tire Label

Description		Applications and End Uses	
Product	Saturated Tire Label is a specially designed label construction for the rubber and tire industry. The pressure sensitive adhesive with a film barrier provides excellent adhesion to rubber. The facestock is not discolored by migratory substances.	Tire and difficult substrate labeling	
Face	A laminate of 60# coated, acrylic latex impregnated paper and a non-porous plastic film. The laminate exhibits outstanding weather and abrasion resistance plus good flexibility (conformability).		
	Physical Properties Without Adhesive		
	Caliper, inches	0.0036 +/- 10%	TAPPI T-411
	Tear, grams	57MD 56 CD	TAPPI T-414
	Tensile, lbs./in.	31 MD 31 CD	TAPPI T-494
	Basis Weight, lbs. (25" x 38"/500 sheets)	61 +/- 10%	TAPPI T-410
Adhesive	MP715 is a rubber based permanent adhesive formulated to provide excellent adhesion to tires as well as good adhesion to many other 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	0.0011 +/- 10%	
	Peel Adhesion, lbs./in.	5.0 lbs or paper tear	PSTC-101F (30 min. applied)
	Temperature Ranges		
	Minimum Application	+35°F (-2°C)	CTM #45 Curwood
	Service Ranges	-65°F to +150°F (-54°C to 65.6°C)	Polyester Film Dry Surface
Liner	A super 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)	39.5 +/- 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.

The user is responsible for determining the product's suitability for all aspects of the applications. 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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