

Description		Applications and End Uses	
Product	PLD4402 is a semi-gloss coated litho with a high tack aggressive permanent adhesive and a 2.4 semi-bleached super calendared kraft liner.		For demanding applications requiring an aggressive permanent adhesive. Especially suited to slightly rough textured surfaces.
Face	Platinum Plus Semi-Gloss is a 50# basis weight semi-gloss coated sheet that has been engineered specifically for use as a pressure sensitive label stock with the Aqueous Flexographic, UV Flexographic and UV Rotary Letterpress printing processes in mind.		
	Physical Properties Without Adhesive		
	Caliper, inches	0.0025 +/- 10%	TAPPI T-411
	Brightness % Reflectance at 75° angle	89	TAPPI T-452
	Gloss % Reflectance at 75° angle	75	TAPPI T-480
	Opacity	87	TAPPI T-425
	Tear, grams	40 MD 42 CD	TAPPI T-414
	Tensile, lbs./in.	24 MD 17 CD	TAPPI T-494
	Basis Weight, lbs. (25" x 38"/500 sheets)	47.5+/- 10%	TAPPI T-410
	Compliant with FDA 176.180, USDA 176.170.		
Adhesive	MP-744 is a high-tack rubber-based permanent adhesive formulated to provide excellent adhesion to many difficult substrates. The heavy coat weight of adhesive allows for good flow characteristics which permit adhesion to most rough textured surfaces.		
	Physical Properties of Adhesive		
	Thickness, inches	0.0012 +/- 10%	
	90° Peel Adhesion, lbs./in.	HDPE: 1.9 Wood: 1.5 Cement Block: 0.5 Stainless Steel: 2.8	PSTC-101F (30 min. applied)
	Loop Tack (1"), lbs./in.	HDPE: 3.4 Wood: 0.8	PSTC-16 CTM-25
	Temperature Ranges		
	Minimum Application	20° F (-6.6°C)	CTM #45 Curwood
	Service Ranges	-65 to +150° F (-54 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.

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