



# PERFORMANCE GUIDE

## Represents Typical Values Only

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### PLD7002 Platinum™ Plus/711VHP/2.45 mil CK

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Description	Applications and End Uses		
<b>Product</b>	PLD7002 is a semi-gloss coated litho with a rubber based permanent, direct food contact adhesive and is suitable for most prime labeling applications.		Face and adhesive are in compliance for direct food for dry fruits and vegetables.
<b>Face</b>	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.		
	<b>Physical Properties Without Adhesive</b>		
	Caliper, inches	0.0025 +/- 10%	TAPPI T-411
	Brightness % Reflectance at 75° angle	92	TAPPI T-452
	Gloss % Reflectance at 75° angle	70	TAPPI T-480
	Opacity	85	TAPPI T-425
	Tear, grams	40 MD 43 CD	TAPPI T-414
	Tensile, lbs./in.	20 MD 13 CD	TAPPI T-494
	Basis Weight, lbs. (25" x 38"/500 sheets)	50+/- 10%	TAPPI T-410
	Compliant with FDA 176.180, USDA 176.170.		
<b>Adhesive</b>	711VHP is a cold temperature, permanent, rubber-based adhesive with excellent tack and ultimate adhesion to a wide variety of surfaces, including most packaging films. 711VHP may be used as the food contact surface of labels and/or tapes applied to poultry, dry food, and processed, frozen, dried, partial dehydrated and raw fruits and vegetables.		
	<b>Physical Properties of Adhesive</b>		
	Thickness, inches	0.0006 +/- 10%	
	Peel Adhesion, lbs./in.	3.0 or paper tear	PSTC-2 (30 min. applied)
	Temperature Ranges		
	Minimum Application	+20°F (-7°C)	CTM #45 Curwood
	Service Ranges	-65°F to +120°F (-54°C to +49°C)	Polyester Film Dry Surface
<b>Liner</b>	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
<b>Shelf Life</b>	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](http://www.mactac.com)

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

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