

## PLD7002

Revised: 02/2025 MTT

## FSC® Platinum™ Plus Semi-Gloss 711VHP 2.4 mil SCK

Description		Applications and End Uses	
Product	PLD7002 is a 50# brilliant white semi-gloss coated litho construction with a quick tack, direct food contact adhesive and a 2.4 mil semi-bleached super calendared kraft liner.	Adhesive in compliance for direct food for dry fruits and vegetables.	
Face	Platinum Plus is a 50# basis weight, white semi-gloss coated sheet that has been engineered specifically for use as a pressure sensitive label stock with the Aqueous Flexographic, UV Flexographic, Rotogravure, and UV Rotary Letterpress printing processes in mind. FSC Certified. Certificate Number: SCS-COC-007635		
Physical Properties Without Adhesive			
Caliper, inches	0.0024 +/- 10%	TAPPI T-411	
Brightness % Reflectance at 75° angle	90	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.	27 MD 13 CD	TAPPI T-494	
Basis Weight, lbs. (25" x 38"/500 sheets)	47.3+/- 10%	TAPPI T-410	
Adhesive	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.		
FDA approved for direct food contact under 21 CFR Section 175.125(a) and (b). Section 175.125(a) pertains to adhesive that are "used as the food-contact surface of labels and/or tapes applied to poultry, dry food, and processed, frozen, dried, or partially dehydrated fruits or vegetables". Section 175.125(b) pertains to adhesives that are "used as the food-contact surface of labels and/or tapes applied to raw fruit and raw vegetables".			
Physical Properties of Adhesive			
Thickness, inches	0.0006 +/- 10%		
Peel Adhesion, lbs./in.	3.0 or paper tear	PSTC-101F (30 min. applied)	
Temperature Ranges			
Minimum Application	+20°F (-7°C)		
Service Ranges	-65°F to +120°F (-54°C to 49°C)		
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		

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.

CALL 1-800-548-3456 for additional product information or visit [www.mactac.com](http://www.mactac.com)

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