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# PERFORMANCE GUIDE

Represents Typical Values Only

**PLD9002 (PLD9001-P10, PLD9001-P5)**

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**FSC® Platinum™ Plus Semi-Gloss 710VHP 2.4 mil SCK**

Description	Applications and End Uses		
<b>Product</b>	PLD9002 is a 50# brilliant white semi-gloss coated litho construction with a quick tack, permanent adhesive and a 2.4 mil semi-bleached super calendared kraft liner.		
	For prime labeling applications in several markets: food, cosmetic, beverage, household cleaners and more..		
<b>Face</b>	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		
	<b>Physical Properties Without Adhesive</b>		
	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
<b>Adhesive</b>	710VHP is a permanent, rubber-based adhesive with excellent tack and ultimate adhesion to a variety of surfaces including polystyrene, polypropylene, polyethylene, paper and corrugate. Suitable for cold, damp labeling applications. Exceptional high speed and wider web converting.		
	<b>Physical Properties of Adhesive</b>		
	Thickness, inches	0.0007 +/- 10%	
	Peel Adhesion, lbs./in.	Corrugate: 1.3 HDPE: 1.8 Stainless Steel: 2.7	PSTC-101F (30 min. applied)
	Loop Tack (1"), lbs./in.	Corrugate: 2.3 HDPE: 3.2 Stainless Steel: 4.8	PSTC-16
	<b>Temperature Ranges</b>		
	Minimum Application	+20°F (-7°C)	
	Service Ranges	-65°F to +160°F (-54°C to 71°C)	
<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		

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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