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Vivid™2 mil Chrome Polypropylene / 710VHP / 50#

Description	Applications and End Uses		
Product	A 2.0 mil top coated bright chrome polypropylene with a quick tack permanent adhesive and a 3.2 semi-bleached super calendared kraft liner.		
	For prime labeling applications requiring the durability and aesthetics of film. Recommended for semi-rigid and rigid containers. Market segments: food, cosmetic, toiletries, household cleaners, beverage and more.		
Face	A 2.0 mil chrome, top coated, biaxially oriented polypropylene (BOPP) film designed for excellent printing, converting and label dispensing. Proprietary top coating delivers excellent adhesion for superior graphics and print receptivity for various methods including UV Flexo, Water-based Flexo, Gravure, Screen and Offset.		
	Physical Properties Without Adhesive		
	Caliper, inches	0.002 +/- 10%	ASTM D2103
	Elongation at break, %	105 MD	ASTM D882
	Tensile, lbs./in.	58 MD 52 CD	ASTM D882
Adhesive	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.		
	Physical Properties of Adhesive		
	Thickness, inches	0.0007 +/- 10%	
	Peel Adhesion, lbs./in.	Corrugate: 1.3	PSTC-1 (30 min. applied)
		HDPE: 1.8	PSTC-1 (30 min. applied)
		Stainless Steel: 2.7	PSTC-1 (30 min. applied)
	Loop Tack (1"), lbs./in.	Corrugate: 2.3	CTM-25
		HDPE: 3.2	CTM-25
		Stainless Steel: 4.8	CTM-25
	Temperature Ranges		
	Minimum Application	+20°F (-7°C)	CTM #45 Curwood
	Service Ranges	-65°F to +160°F (-54°C to +71°C)	Polyester Film Dry Surface
Liner	A semi-bleached calendared kraft liner excellent for die cutting, stripping and label dispensing. Primarily for roll -to -roll applications.		
	Caliper, inches	0.0032 +/- 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.		

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Label-Lyte® is a registered Trademark of the ExxonMobil Company

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 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

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

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