

### SWP9501

Revised: 07/2019 CNS

## Vivid™ Squeeze White – 2.2 mil BOPP /ST95 /2.45 SCK

Description	Applications and End Uses		
<b>Product</b>	SWP9501 is a 2.2 mil white squeezable top coated polypropylene film with a permanent acrylic adhesive and a 2.4 semi-bleached super calendared kraft liner.		
	Label applications requiring a conformable, white, “Wall to Wall Squeezable” film for the Health and Beauty market segment.		
<b>Face</b>	Vivid™ Squeeze White, a 2.2 mil white BOPP film topcoated for superior printability. Proprietary top coating gives outstanding printing performance across a wide variety of printing processes including flexography, letterpress, offset, silkscreen, gravure and hot or cold foil processes. It is highly compatible with UV, water-based and solvent-based inks. Designed for applications where repeated wall to wall squeezability is needed.		
	<b>Physical Properties Without Adhesive</b>		
	Caliper, inches	0.0022 (2.2 mil)	ASTM D2103
	Tensile, lbs./in.	50 MD 58 CD	ASTM D882
	Elongation, %	80 MD 110 CD	ASTM D882
<b>Adhesive</b>	ST95 is a general-purpose permanent acrylic emulsion with aggressive initial tack, excellent ultimate adhesion and mandrel hold. Very good adhesion to corrugated, glass, and various plastic substrates. Also used in healthcare applications and considered to be latex glove friendly.		
	<b>Physical Properties of Adhesive</b>		
	Thickness, inches	0.0007 +/- 10%	
	Peel Adhesion, lbs./in.	2.6	PSTC-101A (30 min. applied)
	Temperature Ranges		
	Minimum Application	+25°F (-4°C)	CTM #45 Curwood
	Service Ranges	-75°F to +200°F (-59°C to +93°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.

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

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