



PERFORMANCE GUIDE

Represents Typical Values Only

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WG9002
White Gold® High Gloss

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| Description | Applications and End Uses | | |
|-----------------|--|----------------------------------|---|
| Product | WG9002 is a bright white, high gloss face stock with a quick tack permanent adhesive and a 2.4 semi-bleached super calendared kraft liner. The entire construction converts and prints on wider webs and higher-speeds than typical rubber based adhesive coated papers. | | For prime labeling applications requiring a bright white flexible high gloss level. Market segments: food, cosmetic, toiletries, beverage and more. |
| Face | New White Gold a bright white, smooth, high gloss face stock with an appearance that resembles cast-coated grades and well balanced strength properties needed for demanding high-speed printing, converting and dispensing applications | | |
| | Physical Properties Without Adhesive | | |
| | Caliper, inches | 0.0025 +/- 10% | TAPPI T-411 |
| | Brightness % Reflectance at 75° angle | 90 | TAPPI T-452 |
| | Gloss % Reflectance at 75° angle | 90 | TAPPI T-480 |
| | Opacity | 86 | TAPPI T-425 |
| | Tear, grams | 43 MD 51 CD | TAPPI T-414 |
| | Tensile, lbs./in. | 27 MD 15 CD | TAPPI T-494 |
| | Basis Weight, lbs. (25" x 38"/500 sheets) | 54 +/- 10% | TAPPI T-410 |
| | Compliant with FDA 176.180, USDA 176.170. | | |
| 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. Very good high speed and wider web converting. | | |
| | Physical Properties of Adhesive | | |
| | Thickness, inches | 0.0007 +/- 10% | |
| | Peel Adhesion, lbs./in. | Corrugate: 1.3 | PSTC-2 (30 min. applied) |
| | | HDPE: 1.8 | PSTC-2 (30 min. applied) |
| | | Stainless Steel: 2.7 | PSTC-2 (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 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.

White Gold® are registered trademark of Morgan Adhesives Company

NOTE: The user is responsible for deterring 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

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