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WG9002

Rev: 11/2020 CNS

White Gold® High Gloss

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-101F (30 min. applied)	
		HDPE: 1.8	PSTC-101F (30 min. applied)	
		Stainless Steel: 2.7	PSTC-101F (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® is a registered trademark of Morgan Adhesives Company

NOTE: 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

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