



Vivid™

PRIME FILM LABEL STOCKS

*Superb printability,
dispensing and shelf appeal*

Finally, there's a high-performance line of pressure-sensitive films engineered for today's high profile consumer products. Vivid™ white, clear and chrome film facestocks with advanced adhesives designed for squeezable, semi-rigid and rigid containers.



Roll Label

PSA-coated papers and films in roll-to-roll form. Extensive product options, available customization, varying roll lengths and widths, and customer friendly services, like our Mactac PreciseSM Program, which offers next-day shipping on a precise amount of material needed for small runs and limited applications.

www.mactac.com/rolllabel

Personal Care/Cosmetics

Beverages – Spirits, Beer, Wine,
Water and Flavored Drinks

Gourmet Foods

Household and Auto
Care Products

Vivid™

PRIME FILM LABEL STOCKS

Visual Impact and Versatility for all types of Product Labeling

Mactac® gives you more choices for your prime film needs



Vivid Ice™

Vivid Ice is an optically-clear 2.0 mil BOPP film topcoated for premium printability by a wide range of technologies, including: UV and water-based flexo; screen; offset, gravure and UV ink jet.

Vivid Ice is designed for high clarity semi-rigid and rigid containers, especially for food and beverage labeling

Vivid Squeeze – White & Clear

Vivid Squeeze films are white and clear BOPP films chemically engineered for easy wall-to-wall squeezability—yet have the strength and stiffness to perform well on press and during label dispensing.

Vivid Squeeze films can be used on all types of containers—fully squeezable/conformable, semi-rigid and rigid. These films are designed for all types of lotions, shampoo, soft soap and household cleaner labeling.

MP880 Clear Adhesive for Vivid Ice and Vivid Squeeze Films

MP880 is an optically clear, acrylic adhesive specifically developed for beverage and personal care labeling applications. It is water whitening resistant, has good open time, wet-stick and wet-out.

CONFORMABLE FILMS

Vivid Squeeze – 2.2 mil white and clear, wall-to-wall squeezable BOPP

Vivid White Vinyl – 3.4 mil topcoated soft white vinyl

Vivid Hazy Clear – 3.0 mil hazy clear polyolefin

SEMI-CONFORMABLE FILMS

Vivid Ice™ – 2.0 mil clear BOPP

Label-Lyte® – 2.6 mil white BOPP with a distinctive pearlescent finish

Allure® – 2.3 mil gloss white BOPP

Vivid Chrome – 2.0 mil bright chrome BOPP

RIGID FILMS

Vivid White Polystyrene – 2.6 mil white polystyrene

Vivid Clear Polystyrene – 1.5 & 2.0 mil clear polystyrene

Prime Film Adhesives

- CHILL AT™** – All-temperature hot-melt adhesive
- MP880** – Optically-clear, high performance acrylic with excellent water whitening resistance, wet-out and open time.
- ST95** – General purpose, permanent acrylic emulsion.
- 640AT** – All-temperature, permanent acrylic emulsion. Good cold/wet stick.
- 705VHP** – High tack, permanent rubber-based.
- 710VHP** – General purpose, permanent rubber-based.
- 711VHP** – Permanent rubber based, FDA approved adhesive for direct food contact.
- 733 Glacier** – Freezer Grade, designed for cold, wet applications, rubber-based, great for meat and cheese packaging.
- Mactac®
PUREtac™
CL216** – Optically-clear adhesive specifically designed to go on and stay on packaging and labeling applications, excellent water whitening resistance.



White Films										
Properties	Vivid Squeeze 2.2 Mil White Squeezable BOPP	Vivid 3.4 Mil Matte White Vinyl	Vivid 2.6 Mil Gloss White BOPP	Allure 2.3 Mil White BOPP	Vivid 2.6 Mil White Polystyrene	Vivid 2 Mil Chrome BOPP	Vivid Squeeze 2.2 Mil Clear Squeezable BOPP	Clear Films	Vivid Ice 2 Mil Clear BOPP	Vivid Clear Polystyrene (1.5 & 2 Mil)
Water Resistance	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
No Label Look	Opaque	Opaque	Opaque	Opaque	Opaque	Opaque	Excellent	Excellent	Excellent	Moderate
Squeezability	Excellent	Good	Moderate	Moderate	Not Recommended	Moderate	Excellent	Good	Moderate	Not Recommended
Conformability	Excellent	Excellent	Moderate	Moderate	Not Recommended	Moderate	Excellent	Excellent	Moderate	Not Recommended
UV Resistance	Not Recommended	Excellent	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended
4.5° Gloss Level	40	10 (60')	68	45	30 (60')	90	85	62	80	165 (60')
Opacity (white)/Haze (clear)	76%	9.4%	88%	80%	85%	9.7%	<3%	4.7%	2.50%	0.70%
Top Coat/ Corona Treat	TC	TC	TC	TC	CT	TC	TC	CT	TC	CT
Markets/Applications										
Health & Beauty/Cosmetics	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Beverage	✓		✓				✓		✓	
Food Packaging	✓		✓	✓		✓	✓	✓	✓	✓
Coupon Base					✓					✓
Household Chemicals			✓	✓					✓	
Wine & Spirits						✓	✓	✓	✓	
Stock Products/Adhesive Information - Minimum Application Temperature & Service Range										
General Purpose Permanents - Great adhesion to cosmetics, household products, detergents, oil bottles etc.										
710VHP	+20F (-7C) App -65F to +150F Range		PJ9001-78 PJ9012	PTW9002	GF9001	PTS9001		PF9002-78	GF9002-78 GF9013-78 GF9022-78 CF9002(1.5 mil)	
ST95	+25F (-4C) App -75F to +200F Range	SWP9501	VDG9511 VDG9521 VVG9511	PJ9502		PTS9501		PF9502-78		
Optically Clear - Non Water Whitening, Great for beverage applications										
Mactac PUREtac CL216	+23F (-5C) App -50F to 160F Range					PTW1691-0 PTW1691-2		PTC1691-0 PTC1691-2		
MP880	+40F (+4C) App -65F to 350F Range	SWP8891-2				PTS8891-2	SCP8891-2		PTC8891-0 PTC8891-2	
High-Tack Permanents - Great for rough surface applications like textured bottles										
705VHP	+20F (-7C) App -65F to +150F Range			PJ4512						
Cold Temperature Permanents - Great adhesion to cold damp surfaces, freezer applications. Excellent for food packaging.										
CHILL AT	-10F (-23C) App -65F to +150F Range			PJ7802		PTS7801		PF7802	GF7802	
640AT	-20F (-29C) App -65F to +200F Range			PJ2602		PTW2602	PH2642	PF2602-78		
711VHP Direct Food Contact	+20F (-7C) App -65F to +120F Range			PJ7002 PJ7212		PTW7002		PF7002		
Glacier 733	0F (-18C) App -65F to +150F Range					GF5001			GF5002	



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