



PERFORMANCE GUIDE

Represents Typical Values Only

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PLD9002 - Platinum™ Plus Semi Gloss

Revised: 07/2019 RDF

Description	Applications and End Uses			
Product	PLD9002 is a semi-gloss coated litho 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 more flexible semi gloss level. Markets include: food, cosmetic, toiletries, beverage and more.		
Face	Platinum Plus Semi-Gloss is a 50# basis weight semi-gloss coated sheet that has been engineered specifically for use as a pressure sensitive label stock with the Aqueous Flexographic, UV Flexographic and UV Rotary Letterpress printing processes in mind.			
	Physical Properties Without Adhesive			
	Caliper, inches	0.0025 +/- 10%	TAPPI T-411	
	Brightness % Reflectance at 75° angle	89	TAPPI T-452	
	Gloss % Reflectance at 75° angle	75	TAPPI T-480	
	Opacity	87	TAPPI T-425	
	Tear, grams	40 MD 42 CD	TAPPI T-414	
	Tensile, lbs./in.	24 MD 17 CD	TAPPI T-494	
	Basis Weight, lbs. (25" x 38"/500 sheets)	47.5 +/- 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 HDPE: 1.8 Stainless Steel: 2.7	PSTC-101F (30 min. applied)	
	Loop Tack (1"), lbs./in.	Corrugate: 2.3 HDPE: 3.2 Stainless Steel: 4.8	PSTC-16	
	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.			

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



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This product complies with CONEG regulations.

All MACtac Roll Label products meet the requirements of the Clean Air Act of 1990.

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.

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