



# PERFORMANCE GUIDE

Represents Typical Values Only

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## SGL7902 Platinum™ Bright Semi-Gloss

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Description	Applications and End Uses		
<b>Product</b>	SGL7902 is a 55# brilliant white semi-gloss coated litho construction with a high tack <b>All Temp</b> permanent adhesive and a 2.4 super calendared kraft liner.		Ideal for high quality prime labeling applications for food packaging and cold damp substrates.
<b>Face</b>	55# Platinum High Bright Semi-Gloss is a brilliant white semi-gloss coated sheet with outstanding ink receptivity and high internal strength characteristics for high speed printing and converting. The sheet has exceptional smoothness, whiteness, gloss and opacity.		
	<b>Physical Properties Without Adhesive</b>		
	Caliper, inches	0.0027 +/- 10%	TAPPI T-411
	Brightness % Reflectance at 75° angle	88	TAPPI T-452
	Gloss % Reflectance at 75° angle	75	TAPPI T-480
	Opacity	86	TAPPI T-425
	Parker Smoothness	0.90	TAPPI T-555
	Tear, grams	40 MD 45 CD	TAPPI T-414
	Tensile, lbs./in.	32 MD 15 CD	TAPPI T-494
	Gurley Stiffness	89 MD 54 CD	TAPPI T-543
	Basis Weight, lbs. (25" x 38"/500 sheets)	55+/- 10%	TAPPI T-410
<b>Adhesive</b>	CHILL AT EXTREME is a high tack All Temp permanent, rubber-based adhesive that performs well in normal to freezer temperature applications. CHILL AT EXTREME has excellent tack and ultimate adhesion to a variety of surfaces including polystyrene, polypropylene, polyethylene, paper and corrugate, especially in cold temperatures. Suitable for cold, damp labeling applications.		
	<b>Physical Properties of Adhesive</b>		
	Thickness, inches	0.001 +/- 10%	
	Peel Adhesion, lbs./in.	Corrugate: 1.8 HDPE: 1.9 Stainless Steel: 3.1	PSTC-101F (30 min. applied)
	Loop Tack (1"), lbs./in.	Corrugate: 2.2 HDPE: 2.6 Stainless Steel: 4.4	PSTC-16
	Temperature Ranges		
	Minimum Application	-10°F (-23.33°C)	CTM #45 Curwood
	Service Ranges	-65°F to +150°F (-54°C to 65.6°C)	Polyester Film Dry Surface
<b>Liner</b>	A 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)	39.5 +/- 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.

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

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