



Pressure-Sensitive Paper & Film Craft Beer Labels



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 a precise amount of material needed for small runs and limited applications.

www.mactac.com/rolllabel

Packaging is all about shelf appeal. Brand owners are trying to capture a certain look, with only seconds to persuade potential customers, the labels on bottles and cans can be just as important as the liquid inside. Brands seek to stand out at the point of sale with special effects that give the perception of quality. Today's brands are employing a variety of specialty effects, such as varnishes, textures, and specialty inks in addition to vibrant, colorful labeling solutions.

Industry Facts:

- As of 2019, more than 8,000 breweries were operating in the United States.¹
- Craft brewers have seen double digit growth in the past 8 years.

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WET STRENGTH SEMI-GLOSS

Having issues getting labels to stick to cold or wet cans? Mactac's CHILL AT adhesive now paired with a premium Wet Strength face stock solves all your problems.

Aluminum cans continue to grow in the beverage segment. Pressure sensitive label solutions are a great option for cans because you can add specialty effects, such as varnishes, textures, foil accents and specialty inks. Cans also offer a greater surface area for branding.

The trend for “no label look” continues to increase in popularity to give a premium look. The label looks like it has been printed directly on the bottle. - Mactac offers semi-gloss, white and clear films for bottles as well as chrome films for cans.

Recommended Adhesives:

Mactac's 640-AT acrylic adhesive is perfect for cold and damp environments and in elevated temperature applications as well as the new **CHILL AT®** adhesive. CHILL AT features a hot melt rubber adhesive designed to form a strong initial bond when applied to ensure secure, lasting adhesion – even for challenging cold temperature applications. It also contains water resistance properties, maintaining adhesive integrity and aesthetic appeal if exposed to water or moisture.

Product	Facestock	Finish	Adhesive	Liner	Width	Precise
PF2602-78	2.0 mil Clear BOPP	Gloss	640-AT	2.4 SCK	78"	P10
PF3892-2	2.0 mil White BOPP	Clear	MP238	1.2 PET	78"	P10
PJ7802	2.6 mil White BOPP	Pearlescent	CHILL AT	2.4 SCK	78"	P5, P10
PJ7892-2	2.6 mil White BOPP	Pearlescent	CHILL AT	1.2 PET	78"	P10
PJL2602	2.4 mil White BOPP	Pearlescent	640-AT	2.4 SCK	78"	P5, P10
PJL3892-2	2.4 mil Clear Polypropylene	Clear	MP238	1.2 PET	78"	P10
PTS7802	2.0 mil Chrome BOPP	Gloss	CHILL AT	2.4 SCK	78"	P5
PTW2602	2.3 mil White BOPP	Gloss	640-AT	2.4 SCK	78"	P10
PTW7802	2.3 mil White BOPP	Gloss	CHILL AT	2.4 SCK	78"	P5
PTW8891-2	2.3 mil White BOPP	Gloss	MP880	1.2 PET	60"	P5
SGL2602	Platinum Xtra Semi-Gloss	Semi-Gloss	640-AT	2.4 SCK	78"	P5, P10 & P10 Spliceless
SGL7802	Platinum™ Xtra Semi-Gloss	Semi-Gloss	CHILL AT	2.4 SCK	78"	P5, P10
SGW7802	PREMIUM Wet Strength	Semi-Gloss	CHILL AT®	2.4 SCK	78"	P5, P10
SMP7802	Bright Silver Metalized Paper	Mirror	CHILL AT	2.4 SCK	60"	P5
TL2601	3.0 mil White BOPP	Matte	640-AT	2.4 SCK	60"	P5
VDG9521	For Decals! 3.4 mil White Vinyl	Satin	ST95	65# C1S	60"	

Let Mactac help you source the right material for your craft beer needs. Contact your sales representative for more information. Mactac recommends testing to ensure product meets end-users demands.

