

August 2018



## ELECTRONICS POP Labelstock



### 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 Precise<sup>SM</sup> Program, which offers next-day shipping on a precise amount of material needed for small runs and limited applications.

[www.mactac.com/rolllabel](http://www.mactac.com/rolllabel)

*Easy to apply and remove;  
low-adhesion labels stocks  
for promotional use*

# POP Labelstock

## Features

- Silicone adhesive enables clean and reliable removability from all types of surfaces
- Proven, consistent, long-term reliability
- Air escapes from graphic upon application
- Dimensionally stable non-PVC film

## Potential Applications

- Branding and information labels for appliance and electric devices
- Informational and warning labels for industrial products

## Performance Evaluation

Application Surface	Adhesion 24 hrs. after application (lbs/inch)	Removability		
		158°F dry, 7 days	104°F, 95% RH, 7 days	Fade meter, 300 hours
Glass	0.01	✓	✓	✓
Polycarbonate	0.01	✓	✓	NR
Acrylic	0.01	✓	✓	NR

Facestock: 2.0 mil polyester; test conditions — Lintec method: 300 mm/min., release angle: 180° peel; removability evaluated with standard application surface; ✓ No residue, **NR**: Not recommended

Part Number	Facestock	Adhesive	Release Liner
<b>LTCRE503S</b>	2.0 mil White Semi-Gloss Polyester Film	Silicone	75# PE Coated Kraft Paper
<b>LTCRE505S</b>	2.0 mil Clear Polyester Film	Silicone	75# PE Coated Kraft Paper

For more information on Mactac's P.O.P Labelstock or other high-quality products available from Mactac®, call 800-548-3456, e-mail [Mactac.Americas@mactac.com](mailto:Mactac.Americas@mactac.com) or visit [mactac.com/rolllabel](http://mactac.com/rolllabel).



Mactac North America

4560 Darrow Road • Stow, OH 44224-1898 | ph: 800-548-3456  
email: [Mactac.Americas@mactac.com](mailto:Mactac.Americas@mactac.com) | [mactac.com/rolllabel](http://mactac.com/rolllabel)