

June 2020



PUREapply®

Ultimate Secure Adhesion
Initial Open Time



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

Unlike any other adhesive on the market with a unique combination of initial open time and ultimate secure adhesion. Mactac's one-of-a-kind PUREapply adhesive offers initial clean removability, if necessary, yet ensures long-lasting label adhesion.



No other comparable products on the market today match PUREapply's superior levels of both open time and ultimate adhesion! With PUREapply®, if a label isn't straight or centered when first applied, it can be initially and cleanly removed and repositioned. It will then build to high-tack secure adhesion for long-lasting shelf appeal.

PUREapply labels can be applied to any semi-rigid and rigid plastic or glass container. It doesn't matter if it's high or low energy, treated or untreated – PUREapply is custom-engineered for all plastics and glass.

PUREapply labels are known for exceptional printability, clarity, and resistance to water whitening. Additionally, PUREapply's ability to ensure clean removability enhances environmental sustainability by reducing material scrap and improving time efficiencies associated with misapplied labels.

A favorite of brand managers and packaging engineers – try the newly expanded PUREapply offering on your next plastic or glass labeling application!

Common labeling applications, include:

- Beverages
- Cosmetics
- Toiletries
- Household goods
- Food packaging
- Cold, damp substrates

Product Offering:

PUREapply is available on a white polypropylene with a pearlescent appearance to enhance shelf appeal as well as a clear polypropylene for no label look applications.



PUREapply Products					
Part Number	Description	Adhesive	Liner	Web Width	Service Programs
PPW3791-2	2.4 mil White Topcoated Pearlescent Polypropylene	PUREapply	1.2 mil PET	60"	P5
PF3791-2	2.0 mil Clear Topcoated Polypropylene	PUREapply	1.2 mil PET	60"	P5

