



PERFORMANCE GUIDE

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MacMail™

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Matte Litho Pressure Sensitive for Direct Mail

A pressure sensitive solution engineered for offset or digital toner fusion printing. MacMail uses a general purpose permanent adhesive and a lay-flat liner. Sheet sizes are made to order.

Face: Matte litho

Adhesive: General purpose permanent acrylic adhesive

Liner: Heavy weight lay flat liner

Part Number HM1971

Description			
Face			An economical matte litho sheet.
Typical Physical Properties of Face Stock without Adhesive			
Caliper, inches		0.0051 +/- 10%	TAPPI T-411
Brightness		95	ISO 2470/D65%
Whiteness		117	CIE
Basis Weight, lbs. (25" x 38"/500 sheets)		87.7+/- 10%	TAPPI T-410
Adhesive			
General Purpose Permanent bonds well to a wide variety of surfaces. It is especially formulated to all but eliminate sheet edge adhesive bleed.			
Typical Physical Properties of Adhesive			
Thickness, inches		0.0006 +/- 10%	
Peel Adhesion, lbs./in.		2.0	PSTC-2 (30 min. applied)
Temperature Ranges			
Minimum Application		+35°F (1.6°C)	CTM #45 Curwood
Service Ranges		-65°F to +180°F (-54°C to +82°C)	Polyester Film Dry Surface
Liner			
A cost effective with lay-flat characteristics and internal strength, toughness, tear resistance for kiss cutting.			
Typical Physical Properties of Liner			
Caliper, inches		0.0042+/- 10%	TAPPI T-411
Basis Weight, lbs. (24" x 36"/500 sheets)		72 +/- 10%	TAPPI T-410
Total Caliper			
0.0094 ± 10% inches (9.4mils)			
Printing Process			
Printable by offset-lithography with ink compatible systems and most production sized toner fusion presses.			
Tests and follow digital press manufacturer's instructions on printing pressure sensitive products.			
Shelf Life			
One year when stored at 72° F and 50% R.H.			

This product complies with CONEG regulations.

For ordering and product information call 1-800-321-8834

For more application recommendations call 1-800-334-7310

IMPORTANT NOTICE: The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

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