

Vivid™2.4 Mil White Polypropylene

Description	Applications and End Uses		
Product	A 2.4 mil top coated white biaxially oriented polypropylene with a quick tack permanent adhesive and a 2.4 semi-bleached super calendared kraft liner.		For prime labeling applications requiring the durability and aesthetics of film. Recommended for semi-rigid and rigid containers. Market segments: food, cosmetic, toiletries, household cleaners and beverage label.
Face	This white top coated pearlescent biaxially oriented polypropylene is a semi conformable film designed for excellent printing, converting and label dispensing. Proprietary top coating delivers excellent adhesion for superior graphics and print receptivity for various methods including UV Flexo, Water Flexo, Gravure, UV Inkjet, and Hot Stamp.		
	Physical Properties Without Adhesive		
	Caliper, inches	0.0024 +/- 10%	ASTM D2103
	Elongation, % (YIELD)	170 MD 35 TD	ASTM D882
	Tensile, lbs./in. (YIELD)	100 MD 200 TD	ASTM D882
	Opacity	90%	ASTM D589
Adhesive	710VHP is a permanent, rubber-based adhesive with excellent tack and ultimate adhesion to a variety of surfaces including polystyrene, polypropylene, polyethylene, paper and corrugate. Suitable for cold, damp labeling applications. Exceptional high speed and wider web converting.		
	Physical Properties of Adhesive		
	Thickness, inches	0.0007 +/- 10%	
	Peel Adhesion, lbs./in.	Corrugate: 1.3	PSTC-101A (30 min. applied)
		HDPE: 1.8	
		Stainless Steel: 2.7	
	Loop Tack (1”), lbs./in.	Corrugate: 2.3	PSTC-16
		HDPE: 3.2	
		Stainless Steel: 4.8	
	Temperature Ranges		
Minimum Application	+20°F (-7°C)	CTM #45 Curwood Polyester Film Dry Surface	
Service Ranges	-65°F to +160°F (-54°C to +71°C)		
Liner	A semi-bleached 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
Shelf Life	One year when stored at 72° F and 50% R.H.		

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