



**Vivid**<sup>™</sup>  
PRIME FILMS

## *MP238 Adhesive*

MP238 adhesive is an optically clear, acrylic adhesive with excellent tack and ultimate adhesion for film labeling applications of health, beauty, food, beverage and household cleaner products. Mactac MP238 adhesive provides converters with performance features including:

- Open time
- Excellent clarity for 'No Label Look'
- Water whitening resistance
- Excellent mandrel hold for small containers and neck labels

Mactac MP238 adhesive is designed to provide converters with the features and benefits they expect of an adhesive for a variety of surfaces. This high-performing adhesive offers excellent non-water whitening properties, which are ideal for beverage and bath products that need to maintain clarity even with extended exposure to water. This adhesive also provides extended open time for the clean removability of misapplied labels, allowing the container to be re-labeled, while still offering excellent tack for long-lasting shelf appeal.

Robust top coat for excellent printability to create bolder images so products stand out on store shelves (printable via UV Screen, UV Flexo, Water Flexo, Cold Foil, UV Inkjet)

PET liners are used for their extra strength which allows more stress to be placed on the liner without snapping. They are typically used for high speed and demanding packaging lines. Film liners are also ideal for clear labelling applications, as the smoothness of the film over the paper based liners ensure the adhesive is as smooth as possible prior to application. This gives the label optimum clarity for excellent on package appearance.

**Product applications:** beverage, cosmetics, toiletries, household goods and food packaging labeling

MP238 Products					
Part Number	Description	Adhesive	Liner	Web Width	Precise Program
PJL3892-2	2.4 mil Vivid White Polypropylene	MP238	1.2 mil PET	78"	P10
PF3892-2	2.0 mil Vivid Clear Polypropylene	MP238	1.2 mil PET	78"	P10
PFX3892-0	1.6 mil Vivid Clear Polypropylene	MP238	.92g PET	78"	COMING SOON