



### Material Specification Sheet

Product:  
M-447

**Description:**

A matte finished opaque white polypropylene synthetic material with the look and feel of paper and the moisture-resistance of film, with a clear general purpose emulsion permanent adhesive featuring good initial tack and ultimate adhesion to a wide variety of substrates and a bleached, super-calendered paper stock with very good die-cutting and matrix stripping properties.

**Recommended Applications:**

For applications including decals and product labels, nameplates, WIP labels and shelf, bin and other warehouse labels. Has passed BS 5609 Section 2 testing.

**Facestock:**

A matte finished opaque white polypropylene synthetic material with the look and feel of paper and the moisture-resistance of a film. Suitable for flexographic, letterpress, screen and thermal transfer printing.

	<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:	3.0	mil	ASTM D1000
Tensile: MD	15,000	psi	ASTM D882
CD	21,000	psi	ASTM D882

**Adhesive:**

A clear general purpose emulsion permanent adhesive featuring good initial tack and ultimate adhesion to a wide variety of substrates.

	<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Application temp:	+10°	Fahrenheit	
Service temp:	-40° to +300°	Fahrenheit	

**Liner:**

A 50# bleached, super calendered paper stock with very good die-cutting and matrix stripping properties. Used for standard roll-to-roll applications. Not recommended for sheeting.

	<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:	3.2	mil	ASTM D1000
Tensile: MD	48	lb/in <sup>2</sup>	ASTM D882
CD	26	lb/in <sup>2</sup>	ASTM D882
Tear: MD	51.1	grams	TAPPI T414
CD	59.6	grams	TAPPI T414

**Shelf Life:**

One year, under standard storage and humidity conditions

**PRODUCT DISCLAIMER**

All labels and label material constructions are sold with the understanding that the purchaser has independently determined the suitability of each product for the application for which it is purchased. The seller disclaims any implied warranty of fitness of a product for a particular purpose. All materials should be tested thoroughly by the purchaser under end-user conditions to ensure they meet the requirements of a specific application.

