

**Material Specification Sheet****Product:**

M-713

**Description:**

A matte finished metallic film facestock with a clear solvent acrylic permanent adhesive and a bleached, super-calendared paper liner.

**Recommended Applications:**

For applications such as product identification labels, barcode labels, rating plates, work in progress labels, property identification or asset tags, durable goods labeling and UL component labels.

**Facestock:**

A matte finished metallic film featuring excellent tear strength, heat resistance, dimensional stability, opacity, and chemical resistance. Designed for printing with most solvent and some water-based flexographic inks. Suitable for thermal transfer printing applications with select thermal transfer ribbons. Specific testing required.

	<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:	0.0020	in	ASTM D1000
Tensile: MD	22,700	PSI	ASTM D882
CD	29,800	PSI	ASTM D882

**Adhesive:**

A clear solvent acrylic permanent adhesive for general purpose industrial applications. Features good initial tack and ultimate adhesion to a wide variety of substrates including medium to low surface energy plastics, and high shear for minimal cold flow or ooze characteristics.

	<u>Value</u>	<u>Units</u>
Caliper:	0.0009	in
Application temp:	50°	Fahrenheit
Service temp:	-40° to +300°	Fahrenheit
Loop Tack:		
Stainless Steel	59.2	oz/in

**Liner:**

A bleached, supercalendared paper stock with very good die cutting and matrix stripping properties. Supplied with an Anti Block Coating on the backside of the liner to control adhesive and label transfer to the backside of the liner in finished, wound rolls. This liner should not be used to fan folded label applications and is not recommended for back printability.

	<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:	0.0032	in	
Basis Weight:	54.5	lbs/ream	
Tensile: MD	48	lbs/in	ASTM D882
CD	26	lbs/in	ASTM D882
Tear: MD	1.8	ounces	TAPPI T414
CD	2.1	ounces	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.

