

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

M-718

**Description:**

A bright chrome film facestock with a general-purpose industrial grade clear permanent acrylic adhesive and a bleached supercalendered paper liner.

**Recommended Applications:**

This material is recommended for printing with most solvent and some water-based flexo inks. Also suitable for thermal transfer.

**Facestock:**

A bright metallic chrome film facestock that has excellent tear strength, dimensional stability, opacity, and chemical and heat resistance.

		<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:		0.0020	in	ASTM D1000
Tensile:	MD	31,200	psi	ASTM D882
	CD	36,900	psi	ASTM D882

**Adhesive:**

A general-purpose industrial grade clear permanent acrylic adhesive that has high shear strength for low ooze characteristics.

		<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:		0.0008	in	ASTM D1000
Min. Application temp:		+25°	Fahrenheit	
Service temp:		-40° to +300°	Fahrenheit	
Loop Tack:				
	Stainless Steel	59.2	oz/in	PSTC11

**Liner:**

A bleached supercalendered paper liner that has 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.

		<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Caliper:		0.0032	in	ASTM D1000
Basis Weight:		54.5	lbs/ream	TAPPI T410
Tensile:	MD	48	lbs/in	ASTM D882
	CD	26	lbs/in	ASTM D882
Tear:	MD	1.8	oz	TAPPI T414
	CD	2.1	oz	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.

