Material Specification Sheet

Product:

M-741

Description:

The M-741 features an opaque, metallized facestock with excellent chemical resistance and a glossy clear top coat. It has very good thermal transfer printability and physical strength.

Recommended Applications:

This material is ideal for product identification labels, work in progress labeling, asset tags, durable goods labeling automotive exterior or underhood labels and many more applications.

Facestock:

2 mil matte, chrome, polyester top coat finished in a metallic film designed for printing with most solvent and some water-based flexographic inks. This facestock has excellent tear strength, heat resistance, dimensional stability and chemical resistance.

		Value	**Units**
Basis Weight:		2	mil
Caliper:		0.002	inches
Tensile:	MD	22,700	PSI
	CD	29,800	PSI

Adhesive:

A high strength, clear adhesive featuring high initial tack, adhesion, shear and great chemical and UV resistance. Permanently bonds to a variety of substrates including high surface and low surface energy.

	Value	**Units**
Coat Weight:	32	g/sq m
Caliper:	0.0010	inches
Minimum Application temp:	45°	Fahrenheit
Service temp:	-30° to +300°	Fahrenheit

Liner:

A bleached, super-calendered paper great for diecutting and matrix stripping and it holds the potential for back-printing with standard inks.

		Value	**Units**
Basis Weight:		53.9	lb/ream
Caliper:		0.0032	inches
Tensile:	MD	48	lbs/in
	CD	26	lbs/in
Tear:	MD	1.8	oz
	CD	2	oz

Shelf Life:

One year, under standard storage and humidity conditions