
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.

	<u>Value</u>	<u>Units</u>
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.

	<u>Value</u>	<u>Units</u>
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.

	<u>Value</u>	<u>Units</u>
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

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.

