



## AT740

**Fasson ®  
 PP50 TOP WHITE - S7000-  
 BG40WH**

**A white polypropylene film combined with Avery Dennison ClearCut™ Adhesive Technology and with a glassine liner**

### Key features

- > This polypropylene film combined with the ClearCut™ adhesive S7000 provides substantial benefits for both label printers and brand owners.
- > Thinner: Thinner material means more labels on the roll, resulting in fewer changeovers and up to 50% savings on inventory and transportation space. Driven by reduction in material this product offers benefits across key sustainability elements.

- > Clearer: Best in class non water whitening performance. Solid white polypropylene face-stocks make graphics leap off the container.
- > Cleaner: Less downtime on press and dispensing equipment caused by significantly lower levels of adhesive build up.

AT740 PP50 TOP WHITE-S7000-BG40WH vs. AL597 PP60 TOP WHITE-S692N-BG40WH

Impact Category	Fossil Material	Trees	Water depletion	Energy Use	GHG	Solid Waste
Difference	10% less	-	3% more	3% less	4% less	4% less

### Facestock

A white bi-axially oriented, polypropylene film with a print-receptive topcoat.

## AT740

Basis Weight	46 g/m <sup>2</sup>	ISO 536
Caliper	50 µm	ISO 534

#### Adhesive

A clear, general purpose permanent, acrylic adhesive.

#### Liner

BG40 white, a supercalendered glassine paper.

Basis Weight	61 g/m <sup>2</sup>	ISO 536
Caliper	54 µm	ISO 534

#### Laminate

Total Caliper	121 µm±10%	ISO 534
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#### Performance data

Initial Tack	10 N/25mm	FTM 9 Glass
Peel Adhesion 90°	6.5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service temperature	-40°C to 80°C	

#### Adhesive Performance

S7000 exhibits a balance of release properties to enable high speed converting and dispensing on increasingly thinner substrates. Specifically designed to exhibit excellent wet out characteristics and water-whitening resistance.

Significantly less adhesive bleed vs. Industry standard, which reduces downtime on press and dispensing equipment.

#### Applications and use

Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired

#### Conversion & printing

The modified acrylic based topcoating can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes. UV, water-based and solvent-based inks can be used. The topcoat is designed for optimum ink adhesion. On-press corona treatment is not advised. The face material is suitable for Thermal Transfer printing. Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier.

The material has excellent register properties especially when a high number of different colours are used.

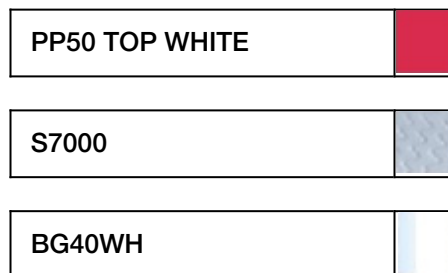
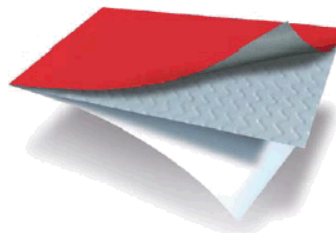
#### Special Approvals

S7000 complies with European food regulation 1935/2004/EC, with the German Recommendation (BfR) XIV and with FDA § 175.105. It also meets the demands of the limit values laid down in 10/2011/EU. In accordance with the requirements of relevant EU food regulations, the adhesive S7000 may safely stand in direct contact with dry, moist and fatty foodstuffs which have a reduction factor of at least 1 (size limitation 1dm<sup>2</sup>/kg) according to the Commission Regulation (EU) No 10/2011, with ethanol 95% as fatty food simulant used for migration testing.

#### Shelf life

One year under storage conditions as defined by FINAT (20-25°C; 40-50%RH)

## Fasson® PP50 TOP WHITE - S7000- BG40WH



\*Avery Dennison™Greenprint methodology is a life cycle based environmental performance assessment tool.

It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assesment.

The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.

All data to be considered as typical values and subject to change without prior notice. Further testing is always recommended.

If you would like to make a suggestion or comment on this datasheet, please send an email to [datasheet.mgmt@eu.averydennison.com](mailto:datasheet.mgmt@eu.averydennison.com)

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