

### Facestock

A clear corona treated, bi-axially oriented polypropylene film.

|              |                     |         |
|--------------|---------------------|---------|
| Basis Weight | 27 g/m <sup>2</sup> | ISO 536 |
| Caliper      | 30 µm               | ISO 534 |

### Adhesive

M7500 is a clear permanent solvent based adhesive.

### Liner

A clear polyester liner giving optimum smoothness to the adhesive layer.

This liner is 100% recyclable. Visit our website or send an email to [linerrecycling@eu.averydennison.com](mailto:linerrecycling@eu.averydennison.com) for more information.

|              |                     |         |
|--------------|---------------------|---------|
| Basis Weight | 32 g/m <sup>2</sup> | ISO 536 |
| Caliper      | 23 µm               | ISO 534 |

### Laminate

|               |           |         |
|---------------|-----------|---------|
| Total Caliper | 70 µm±10% | ISO 534 |
|---------------|-----------|---------|

### Performance data

|                   |             |                      |
|-------------------|-------------|----------------------|
| Initial Tack      | 11.5 N/25mm | FTM 9 glass          |
| Peel Adhesion 90° | 6.9 N/25mm  | FTM 2 st.st.<br>24hr |

|                        |               |
|------------------------|---------------|
| Min. Application Temp. | 5 °C          |
| Service temperature    | -20°C to 90°C |

### Adhesive Performance

A clear, permanent, solvent based adhesive that maintains clarity and is designed specifically for returnable beer and beverage applications that require resistance to water. Engineered to be applied to dry and clean surfaces of new bottles. After the label is applied, it will not be affected by moist environment typical for bottling breweries and all process steps during the bottle filling for 30+ cycles\*. Maintains clarity during extended exposure to ice water (72 hours). Also has excellent wet-out, converting, stripping and dispensing characteristics. To ensure maximum durability we recommend to have sample bottles analyzed prior to application (in our lab facility).

\* - Overlamination with M7500 is essential for stable ink performance throughout 30 cycles.

### Applications and use

Automatic application: The robust film liner allows for consistent, snap free, application on high speed lines.

### Conversion & printing

The material can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot foiling processes. UV, water-based and solvent-based inks can be used. Inline corona treatment is recommended for optimum ink adhesion. Overlaminating of the printed face material gives excellent scratch resistance and allows high speed dispensing.

As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner.

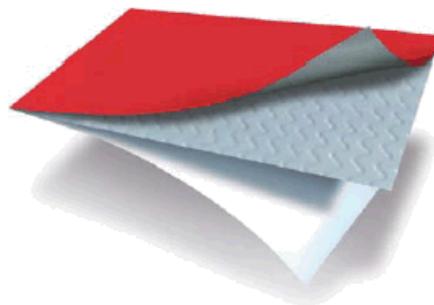
Press stability is good with stable, consistent register during conversion. Flat bed performance is good while solid and magnetic rotary dies need additional care. (Die bearers must be adjusted to the polyester liner).

### Shelf life

## AM907

### Fasson®

#### PP30 CLEAR - M7500-PET23



|            |   |
|------------|---|
| PP30 CLEAR |    |
| M7500      |   |
| PET23      |  |

*This is an automatically generated datasheet. 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)*

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

### **Avery Dennison Materials Group Europe**

Willem Einthovenstraat 11  
2342 BH Oegstgeest  
The Netherlands  
+31 (0)85 000 2000

#### Warranty

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>



©2016 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.