

Facestock

A bright white, machine coated paper.

Note: Face raw material is from PEFC certified source.

Basis Weight	80 g/m ²	ISO 536
Caliper	65 µm	ISO 534

Adhesive

S1010 is an emulsion acrylic adhesive with best in class initial tack and ultimate adhesion on high surface energy substrates.

Liner

A super calendered white glassine paper featuring high internal strength.

Basis Weight	50 g/m ²	ISO 536
Caliper	48 µm	ISO 534

Laminate

Total Caliper	127 µm ± 10%	Calculated
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Typical Performance Data

Initial Tack 10.0 N/25mm FTM 9 glass

Peel Adhes. 90° 7.5 N/25mm FTM 2 st.st.

Min. appl. temp. 10°C

Service temp. -20°C to 80°C subject to facestock limitations

**Typical Performance Data only serves as reference to product performance under specified testing conditions and does not represent a product specification. Customers are recommended to test under actual conditions of use to determine its suitability. Temperature data shown only applies to adhesive test performance. The label may result in paper tear upon removal due to higher adhesion to the substrate.*

Applications and Use

This product is suitable for a wide range of general purpose label application whereby attractive semi-gloss appearance with multicolor ink coverage work is required. Typical applications include labels for cosmetic, pharmaceutical and food products industry. S1010 gives good adhesion to high surface energy substrates. Application test/trial is recommended on low surface energy substrates.

Conversion/Printing

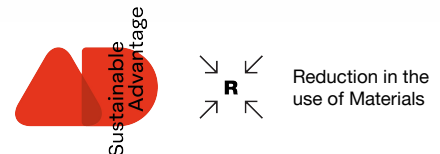
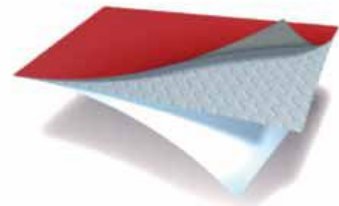
The facestock provides good print quality by all conventional printing techniques, especially with letterpress and flexo. Ink testing is always recommended before production. Suitable for conventional die-cutting processes and conventional inks and varnishes.

Note: The information in this datasheet is correct at time of publishing. Avery Dennison reserves the right to revise the content as required without prior notice.

Preliminary Datasheet*

AW0512

Fasson® MC Prime Plus/ S1010/BG33Wh Imp FSC



Food Industry Labels

The adhesive complies with FDA regulations (section 175.105) for indirect food contact.

Statement of Practical Use

As with all pressure sensitive materials, this product should be tested thoroughly under end-use conditions to ensure it meets the requirements of the specific application.

Shelf life

To obtain optimal performance, use this product within one year of the date of manufacture, under storage conditions as defined by FINAT (20-25°C; 40-50% RH). Prolonged storage outside these conditions might reduce the shelf life.

Thailand Malaysia Indonesia Vietnam Myanmar Singapore Philippines

Warranty

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