

### Facestock

A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating.

Basis Weight	37 g/m <sup>2</sup>	ISO 536
Caliper	40 µm	ISO 534

### Adhesive

S7400 is a clear permanent acrylic adhesive designed specifically for beer label applications which require resistance to water.

### Liner

A clear PET liner exhibiting optimum smoothness of the adhesive layer. Designed to provide high strength and uniform quality, permitting very high speed conversion and dispensing with reliability in severe application environments. rPET23 liner contains up to 30% recycled content.

Basis Weight	33 g/m <sup>2</sup>	ISO 536
Caliper	23 µm	ISO 534

### Laminate

Total Caliper	71 µm ±10%	Calculated
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### Performance data

Initial Tack	9.0 N/25mm or tear	FTM 9 glass
Peel Adh. 90°	5.0 N/25mm or tear	FTM 2 st. st.
Min. Appl. Temp.	5°C	
Service Temp.	-40°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*

### Adhesive Performance

It is engineered to be applied to moist surfaces typically found in brewery (beer) applications. Maintains clarity through exposure to extended exposure to ice water (72 hours). This adhesive has excellent wetout, converting, stripping, and dispensing characteristics.

### Applications and use

This product is designed for beer & beverage applications. Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.

### Conversion / Printing

The topcoating allows printing by the conventional printing technologies including letterpress, flexo, gravure, screen printing, giving good results with solvent, UV curing and water based inks. In case solvent screen inks are used, please consult your ink manufacture. Material shows excellent register stability on press and excellent flat bed conversion while rotary and magnetic dies need additional care. Square corners should be avoided. For automatic application, the robust rPET liner offers consistent, snap free application on high speed lines. As both face and liner are transparent, the applicator must be able to detect the print itself or registration marks must be provided on either face or liner. Need avoid too much re-winding tension to causing bleeding.

*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.*

### Australia

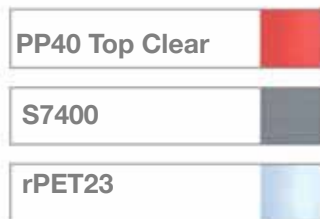
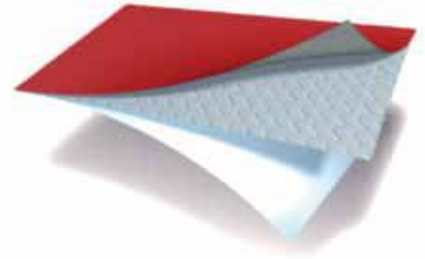
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## F77001.1525

### Fasson® PP40 Top Clear S7400 rPET23



### 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 delivery date, under storage conditions of 23 ± 2°C and 50 ± 5% RH. Prolonged storage outside of these conditions might reduce the shelf life.

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