

### Facestock

A white monomeric, plasticised PVC film.

|              |                      |         |
|--------------|----------------------|---------|
| Basis Weight | 112 g/m <sup>2</sup> | ISO 536 |
| Caliper      | 84 µm                | ISO 534 |

### Adhesive

A special purpose extra permanent, rubber based adhesive.

### Liner

BG45 white FSC is a supercalendered glassine paper.

The liner is made from FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: FSC-C004451).

|              |                     |         |
|--------------|---------------------|---------|
| Basis Weight | 70 g/m <sup>2</sup> | ISO 536 |
| Caliper      | 61 µm               | ISO 534 |

### Laminate

|               |            |         |
|---------------|------------|---------|
| Total Caliper | 169 µm±10% | ISO 534 |
|---------------|------------|---------|

### Performance Data

|                        |                 |              |
|------------------------|-----------------|--------------|
| Initial Tack           | 20 N/25mm       | FTM 9 Glass  |
| Peel Adhesion 90°      | 12 N/25mm       | FTM 2 St.St. |
| Min. Application Temp. | 5 °C            |              |
| Service Temperature    | -20 °C to 80 °C |              |

### Adhesive Performance

S277 is an highly aggressive permanent adhesive with excellent tack and adhesion to a wide variety of substrates including rough and apolar substrates. NB. Due to the nature of the adhesive, a slight yellowing effect of the adhesive may occur over time.

### Applications and Use

Applications are predominantly in industrial and chemicals for indoor use offering good durability. Further applications include labels on plastic bottles for household chemicals and motor oil.

### Conversion and Printing

The corona treated face material 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. On-press corona treatment is recommended for optimum ink adhesion. We strongly recommend to use a primer in the printing process of PVC in general. The face material is suitable for Thermal Transfer printing. Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier.

### REACH Compliance

Notification according to Article 33 of the REACH Regulation (SVHC) This article contains the following substance which is included on the candidate list, according to article 59 (1,10) of the REACH registration, in a concentration above 0.1% (w/w):

6,6'-di-tert-butyl-2,2'-methylenedi-p-cr (119-47-1)

### Shelf Life

To obtain optimal performance, use this product within two years 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.

## AF174

## Fasson®

### PVC WHITE S277-BG45WH IMP FSC



PVC WHITE

S277

BG45WH FSC



The mark of  
responsible forestry

*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)*

## Appendix

### Compliance with BS 5609

This material complies with BS 5609, Section two, Marine Immersion Test.

## Thermal Transfer Printing:

### Printability – Physical Resistance

| Ribbon         | Settings |        | Print Quality | ANSI Grade | Scratch resistance | Tape resistance |
|----------------|----------|--------|---------------|------------|--------------------|-----------------|
|                | speed    | energy |               |            |                    |                 |
| Armor AXR7+    | 5        | 20     | ++            | A          | ++                 | ++              |
| Armor AXR8     | 5        | 30     | ++            | A          | ++                 | +               |
| DNP R300       | 5        | 30     | ++            | B          | ++                 | ++              |
| DNP R510       | 5        | 20     | ++            | A          | ++                 | ++              |
| DNP R550       | 5        | 30     | +             | A          | ++                 | ++              |
| limak PM255    | 5        | 30     | +             | A          | -                  | -               |
| limak SP330    | 5        | 30     | o             | A          | ++                 | +               |
| Ricoh B110A-X2 | 5        | 20     | ++            | A          | -                  | o               |
| Ricoh B120EC   | 5        | 30     | -             | F          | -                  | +               |
| Ricoh B110CR   | 5        | 30     | ++            | A          | ++                 | ++              |

ANSI (American National Standards Institute) Grade: information about barcode quality

A: excellent B: good C: acceptable D: readable with difficulty

++: excellent +: good o: acceptable -: poor

Tests were performed with the printer Zebra 140X13.

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#### Warranty

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