

ApPeels™ #91016

Diamond Pattern Coupon Stock

Preliminary Data Sheet Effective 08/20/07

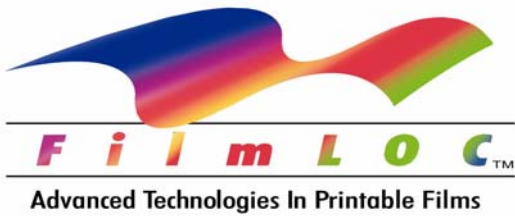
Item	#91016 ApPeels™ Peel Anywhere IRC Diamond Pattern Coupon Stock
Description	Unique, peel-anywhere dry release coupon stock engineered for high performance in demanding applications. The integral peel-anywhere bond is comprised of a diamond shaped pattern during the manufacturing process. The bond of ApPeels is designed to maintain laminate integrity on the most demanding packaging, vessel, and document applications where paper or film base stocks (down-sheets) are required.
Applications	ApPeels can be incorporated into IRC coupons, cards, labels, vouchers, promotional games, membership cards, loyalty programs, direct mail, involvement devices, and premium applications.
Advantages	The layers creating the coupon functionality are pre-constructed to eliminate the need for additional print stations, pumps, laminates, and waste allowing for orders of all sizes to be effectively produced. The bond pattern eliminates the need for dead corners and tight Registration with low visibility coatings. Eliminates the tendency for wet adhesive to slip, wrinkle, weaken, or pre-dispense during the printing process.
Structural Design	Clear PET film (0.75 mil) dry release adhered to a clear PET film (0.75 mil) with a permanent pressure sensitive adhesive backing and liner.
Product Data	
Standard Construction	Two layers 0.75 mil clear PET film with proprietary "Peel-Anywhere" dry release with diamond shapes on 40# SCK liner.
Adhesive	GPA057 Permanent modified acrylic pressure sensitive adhesive offers excellent in-line, off-line, and hand-applied adhesion to a variety of paper and film substrates and packaging materials. A broad selection of performance-based adhesives is available to accommodate your demanding applications.
Ordering Information	Master Roll Size: 31" wide X 5,000' slit to rolls 3" or wider Standard Liner: 40# SCK

IMPORTANT NOTICE TO BUYER: Above data are typical values, not guaranteed. All statements, information and recommendations herein are based on calculations and tests we believe to be reliable. But the accuracy or completeness thereof is not guaranteed. Before using, user shall determine suitability of the product for its intended use and user assumes all risk and liability whatsoever in connection therewith. Seller neither makes, nor, shall be bound by, any warranty, expressed, implied, statutory or otherwise. The seller limits its obligation to replacement, or, at its option, reimbursement of the purchase price of products shown to the seller's satisfaction to have been defective at the time the seller sold it.

FilmLOC® Division Sunbelt Sales & Marketing Associates, Inc.

170 Ottley Drive Atlanta, GA 30324
Phone 800-783-6258 or 404-892-8778
Fax 800-878-9886 or 404-874-1654

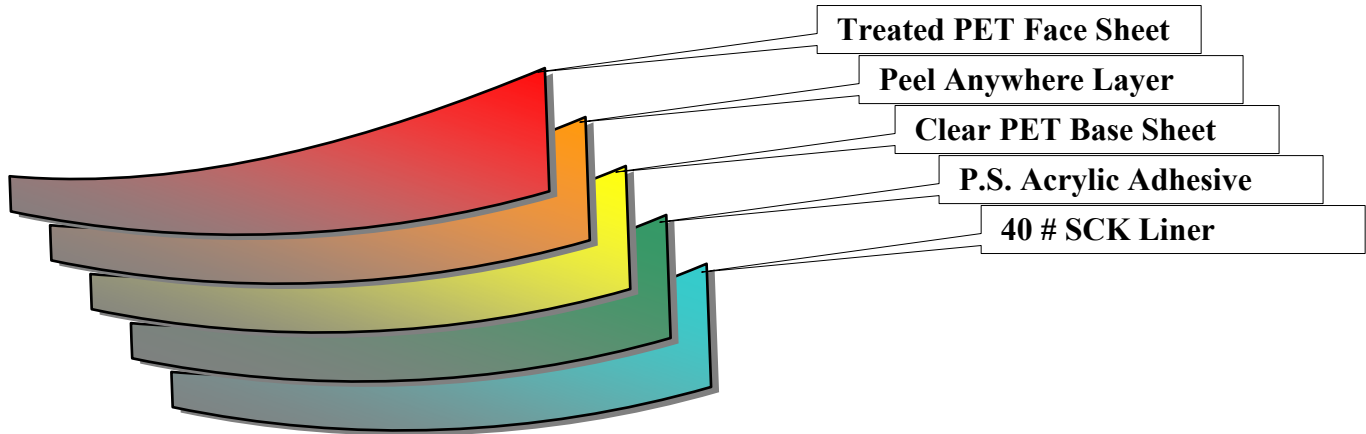
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APPLICATION EXAMPLES



ApPeels creates an IRC with a recipe



Peel-Anywhere pattern ensures a Perfect peel for cards and labels



Use ApPeels to reveal cooking instructions on a clear base