

ApPeels™ + # 91016DC

Double Coated

Diamond Pattern Coupon Stock

Preliminary Data Sheet Effective 08/20/07

Item	Double Coated ApPeels – Peel Anywhere IRC Dry Release Coupon Stock + PSA
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. Double Coated ApPeels + PSA, is coated on 2 sides with pressure sensitive adhesives and backing liners.
Applications	Double Coated ApPeels can be incorporated into IRC coupons, cards, labels, vouchers, promotional games, membership cards, loyalty programs, direct mail, involvement devices, and premium applications. Developed for converting applications where multiple substrate laminations are required within a common structure. Double Coated ApPeels material can enable greater label production efficiency by isolating substrate, adhesive, and liner complications into a single press lamination point.
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 dry release bond pattern eliminates the need for dead corners and tight Registration with low visibility coatings. Eliminates the tendency for wet adhesives to slip, wrinkle, weaken, or pre-dispense during the printing process. The Double Coated ApPeels construction allows for greater pressure sensitive adhesive selections for application specific needs. Adhesive chemistry, coat weight, and functionality can be independently engineered for each side of the core ApPeels material. Independent liner specifications can be tailored for each adhesive side of the ApPeels construction. A single laminating point is required which can ultimately reduce overall shop splices, roll changes, and can reduce waste and labor costs associated with in-line constructions. Conventional, unsupported papers and films can be integrally laminated to the Double Coated ApPeels adhesives to further expand your product offerings without the need for added equipment in many applications.
Structural Design	Clear PET film (0.75 mil) dry release adhered to a clear PET film (0.75 mil) with both sides coated with a pressure sensitive adhesive backing and liner.

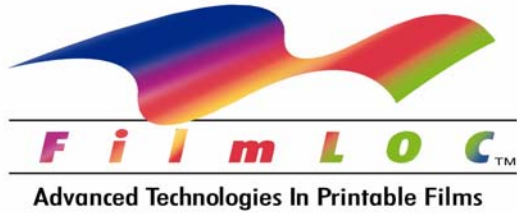
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FilmLOC® Division Sunbelt Sales & Marketing Associates, Inc.

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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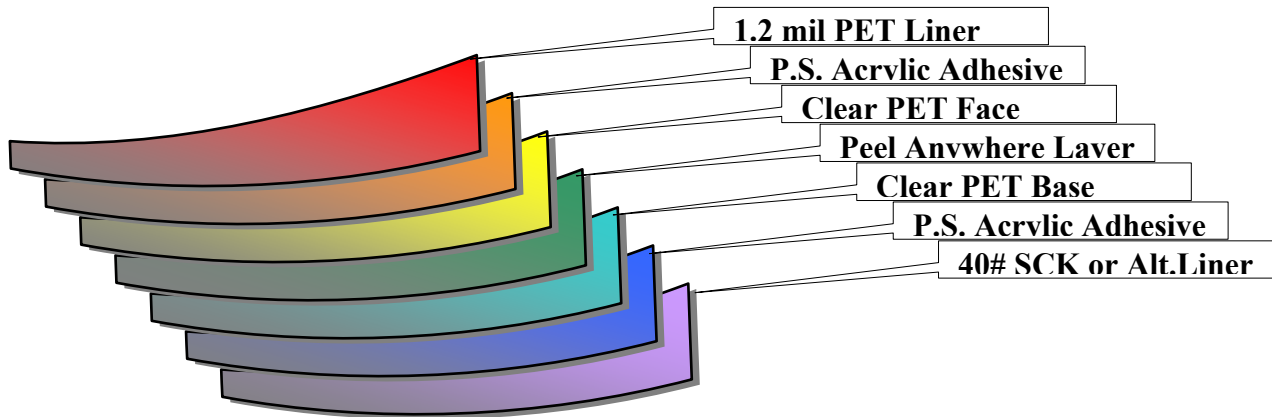
Face Stock	0.75 mil clear PET film.
Dry Release Layer	Proprietary "Peel-Anywhere" bond designed with large or small diamond shapes
Base Stock	0.75 mil clear PET film.
Adhesive	Permanent, modified acrylic, pressure sensitive adhesive offers excellent in-line, off-line, and hand-applied adhesion properties to a variety of paper and film substrates and packaging materials. Different adhesives and coat weights available for each side of the construction.
Liner	1.2 mil PET on one side, plus your choice of 1.2 mil PET, 40 # SCK, or 53# White Glassine on the other side.

Ordering Information

Standard patterns ApPeels+ # 91016DC Large diamonds for tighter bond & larger labels

Adhesives : Standard with General Purpose Acrylic Adhesive on each side
Performance adhesives may be specified for each side

Liners : 1.2 mil PET on one side, plus your choice of
1.2 mil PET, 40 # SCK, or 53# White Glassine on the other side.
*Specify which adhesive and liner to wind out on delivered rolls



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