

# Break-Away Film Label Stock With EZ Lift Edge

Preliminary Data Sheet Effective 08/20/07

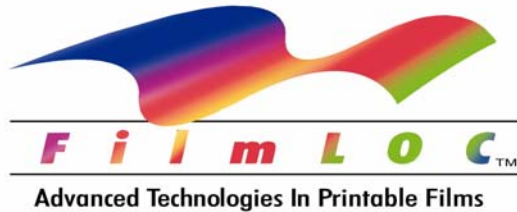
<b>Item</b>	<b>Break-Away Clear Film Label Stock with Easy Lift Edge</b>
<b>Description</b>	Gloss PET Break-Away film engineered to remove cleanly and easily from most packaging materials without a base label stock or tacky residual adhesive left behind.
<b>Applications</b>	Break-Away is ideally suited in applications to deliver exceptional results for Scramblers, Coupons, Identification Cards, Loyalty Programs, Membership Cards, Premiums, Promotional Piece, Direct Mail and many others
<b>Advantages</b>	Break-Away's advanced coating technology transforms the label structure into a detachable film card with no adhesive residue. The adhesive is left behind and inactivated. The removal site is left without a base label stock or tacky residual adhesive to interfere with package aesthetics. The Clear PET offers excellent optical clarity for the most demanding product applications. The pre-constructed BreakAway bond allows the converter to focus on graphic content without the registration and bond integrity issues generally associated with releasable layer constructions. The running direction edges of the label are engineered to allow for easier peeling without voids or pre-dispensing by altering the bond integrity. 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.
<b>Structural Design</b>	Clear PET film with a migratory water-emulsion acrylic permanent adhesive and a liner.
<b>Product Data</b>	
<b>Face Stock</b>	1.0, 2.0, 3.0 or 4.0 mil clear PET gloss film, top-coated for flexo or digital electronic printing.
<b>Adhesive</b>	Migratory, water-emulsion acrylic permanent adhesive. Offers excellent in-line adhesion properties to paper and film substrates, and packaging vessels.
<b>Liners</b>	42# SCK, 53 # Glassine or clear film liners
<b>Ordering Information</b>	Edge Patterns : Specify finished label width and trim measurements for proper pattern Master Roll Width: 31" slit to customer requested roll widths Also available with a variety of gauge, film, and liner options.

**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.

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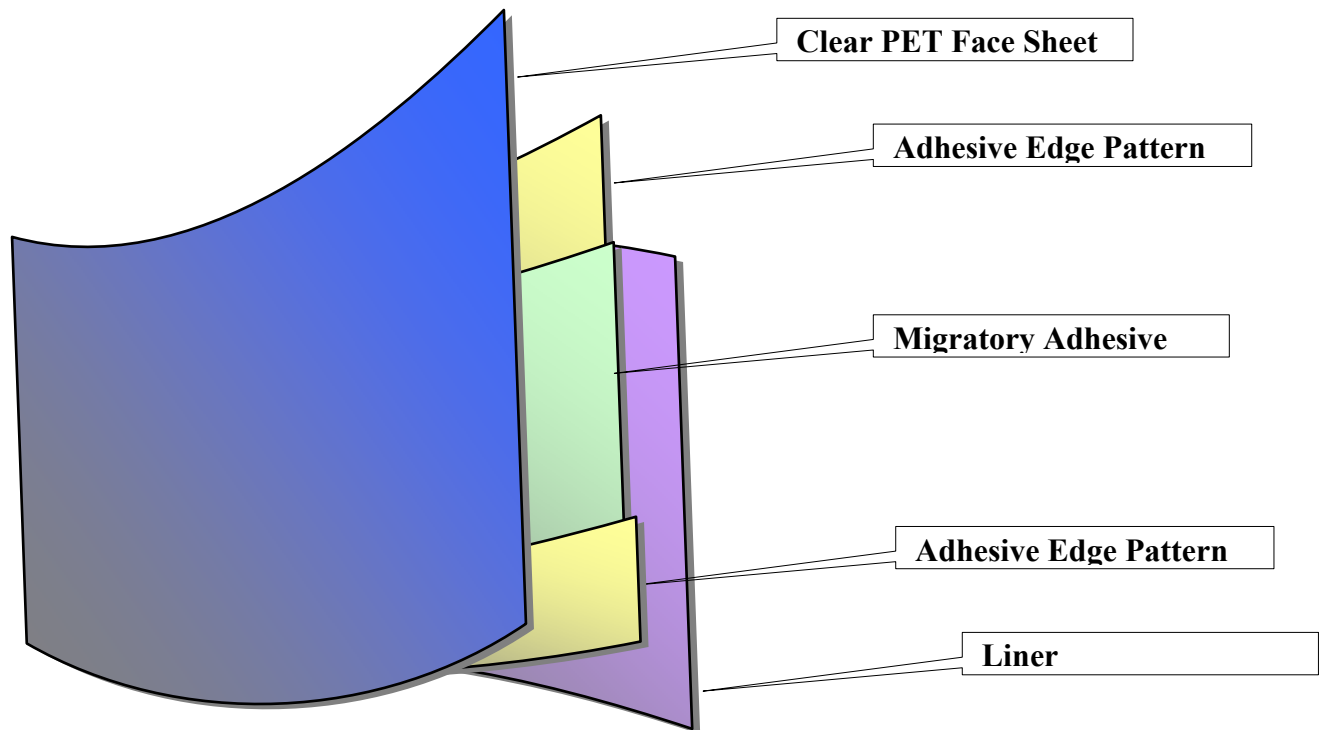
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## Product Construction



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