

UPM Raflatac Technical Information

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Product **HOLO MIRROR PET 50 / RP37 / HD 70**

Sales Code AVE/RP37/28

EAN 6415788084663

Product use Product designed for eye-catching promotional labels, such as cosmetics and luxury consumer goods. Metallized holographic appearance of the product provides unique mirror-like, specular appeal.

Typical technical values

Face **HOLO MIRROR PET 50**

Product Chemically treated polyester base film with very smooth metallized holographic appearance with mirror look pattern.

Substance 70 g/m² ASTM D374-79

Caliper 50 µm ASTM D374-79

Tensile strength MD 157 N/mm² ASTM D882A

Tensile strength CD 157 N/mm² ASTM D882A

Printability UV flexo, UV silk screen and thermal transfer. Special inks designed for non absorbent materials should be used. Thermal transfer with selected ribbons.

Adhesive **RP37**

Type Permanent

Composition Waterborne acrylic

Tack 10 N/25mm FTM 9

Backing **HD70**

Product A white transparent glassine backing paper.

Substance 62 g/m² ISO 536

Caliper 54 µm ISO 534

Tensile strength MD 7 kN/m ISO 1924

Tensile strength CD 2,7 kN/m ISO 1924

Transparency 48 % DIN 53147

Performance

Total caliper 122 µm

Minimum labelling temperature 5 °C

Service temperature -20 °C to 100 °C

Shelf life From date of manufacture: 24 months, under FINAT defined storage conditions (+20-25 °C and RH 40-50%). Prolonged storage at higher temperatures and/or humidity levels will shorten the shelf life.

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