

## PRODUCT DATA

# FASSON®

### FASSON® Vellux FSC® Certified

Issued May 2021

#### Introduction

A self-adhesive paper sheet product for offset printing.

#### Description

Face: A premium-quality machine-finished woodfree offset paper, white only.  
This product, FSC® C011032 certified, is sold as FSC® Mix Credit.

Availability	Adhesive ➡	Permanent	Removable	Supertack	Deep Freeze
<i>Backing</i> ⤴					
Crack-Back® Plus (diagonal cracklines)		X	X	X	
No cracklines		X	X	X	X
Scored backing* (parallel cracklines)		X			

\* Parallel scored products have limitations compared to Crack-Back Plus, see reverse side.

#### Printing & Conversion

Offset printing

Before applying the label, the surface must be clean, dry and grease-free.

#### Features:

Excellent lay flatness, enabling high-speed printing  
Fast drying paper, enabling quick finishing (like cutting, die-cutting etc.)  
The unique Crack-Back Plus backing removal system with diagonal scored lines facilitates creating layouts, conversion and application of the label.  
Supertack adhesive is specifically developed for applications on rough and apolar surfaces.  
Deep Freeze adhesive is specifically developed for labels to be applied at temperatures minus zero.

#### Uses:

Identification-, mailing- (addressing, shipping), carton-, video-, cassette-, inventory-, pricing- and barcoding labels, children's/toy stickers; on flat or curved surfaces.  
For indoor use only.

#### General

Shelf life: 2 years stored at 20°C / 55% R.H.

For information regarding EHS regulation, please visit our website under downloads "Technical bulletins" TB 7.8 Product Compliance Fasson Offset" and for technical guidance "Technical bulletins" – Offset printing.

## PRODUCT CHARACTERISTICS

### Physical properties

#### Face

Basis weight:	80 g/m <sup>2</sup>	ISO 536
Caliper:	100 micron	ISO 534
Opacity:	92 %	ISO 2471

#### Adhesive

Permanent:	General-purpose emulsion-based permanent adhesive with a high initial tack and high adhesion on most common substrates.
Removable:	General-purpose emulsion-based removable adhesive. A well-balanced combination of tack and adhesion permits easy removability from most non-porous surfaces. Good UV-resistance and cold temperature performance. <b>Caution:</b> Removability can be inhibited if the label is applied to surfaces with which it could react, such as surfaces printed with nitrocellulose-based inks, varnishes, polystyrene, and certain coated papers and board (SBR based coatings).
Supertack:	An emulsion-based permanent adhesive specially developed for apolar and rough surfaces. High initial tack combined with strong permanent bond.
Deep Freeze:	A rubber-based adhesive with very good low temperature performance which, in combination with an excellent initial tack and holding power, makes it highly suitable for deep freeze applications. At room temperature, labels are easily removable.

	Permanent	Removable	Supertack	Deep Freeze
Adhesion (N/m) (FTM 2 on steel/20 min. bond time)	380	100	460	50
Tack (N/m) (FTM 9 on glass)	420	140	504	
Minimum application temperature	> +5	> +5	> +5	> -20
Service temperature range up to 24 hrs (°C)	+80	+80	+80	+70
up to 1hr (°C)	+110	+110	+110	+100
Resistance to cold (°C) <sup>1)</sup> down to	-40	-40	-40	-40

<sup>1)</sup> Not fully resistant until after adhesion reaches full strength – after at least 24 hrs.

#### Backing

Crack-Back® Plus:	One-side-coated bleached kraft paper, with diagonally crush-scored lines, along which the backing will crack cleanly when bent back, allowing easy removal in just two pieces. Lines are spaced just <b>32 mm</b> apart. Good lay flatness ensures first-class printing and finishing. (For optimal functionality, take care of the following: minimum label size must be 20 cm <sup>2</sup> . The shortest side of a rectangle or the smallest diameter of an ellipse must be at least 25 mm.)	
No cracklines:	A bleached one-side-coated white kraft, especially designed for sheet products, featuring minimal moisture sensitivity.	
Scored backing	One-side-coated bleached kraft paper, with crush-scored lines, running in the machine direction, <b>35 mm</b> apart. Bending along one of the lines will crack the backing open for easy removal. The functionality of scored backing products is strongly related to label size. We advise not to use scored backing for labels larger than A4 (210 x 297 mm) or smaller than A8 (52 x 74 mm). Also the direction of the score lines is of importance; for labels from A8 to A6 (105x 148 mm) it is commendatory to have the score lines parallel to the short side of the label. For products not complying to these recommendations Avery Dennison does not take responsibility for the functionality of the score lines. Use Crack-Back® Plus instead!	
Basis weight:	86 g/m <sup>2</sup>	ISO 536
Caliper:	87 micron	ISO 534
This product, FSC® C011032 certified, is sold as FSC® Mix Credit.		

#### Guarantee and liability:

All product statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. Products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes.  
All products are sold subject to Torraspapel – Lecta's general terms and conditions of sale, see <https://www.lecta.com/terms>  
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