

**FASSON® Vellux FSC**

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**Introduction**

A self-adhesive paper sheet product for offset printing.

**Description**

Face: A premium-quality machine-finished woodfree offset paper, white only. Front material is FSC® certified (FSC MIX CREDIT CU-COC-807907, Licence Code: FSC-C004451).

Availability

| <i>Adhesive</i> ➔                      | 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 layflatness, 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 lay-outs, 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.

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.<br><i>Caution:</i> 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)<br>(FTM 2 on steel/20 min. bond time) | 380       | 100       | 460       | 50          |
| Tack (N/m)<br>(FTM 9 on glass)                       | 420       | 140       | 504       | 100         |
| Minimum application temperature                      | > +5      | > +5      | > +5      | < - 20      |
| Service temperature range<br>up to 24 hrs (°C)       | + 80      | + 80      | + 80      | + 70        |
| up to 1 hr (°C)                                      | + 110     | + 110     | + 110     |             |
| 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 <b>diagonally</b> 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 layflatness ensures first-class printing and finishing.<br><i>(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.)</i>   |  |  |
| 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>31 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 scorelines is of importance; for labels from A8 to A6 (105x 148 mm) it is commendatory to have the scorelines 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 scorelines. Use Crack-Back Plus instead! |  |  |

Crack-Back Plus and Plain  
Scored backing

|              |                     |                     |         |
|--------------|---------------------|---------------------|---------|
| Basis weight | 86 g/m <sup>2</sup> | 78 g/m <sup>2</sup> | ISO 536 |
| Caliper      | 87 micron           | 82 micron           | ISO 534 |

**Warranty:** All Avery Dennison and FASSON® brand products statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison and FASSON® brand products products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison and FASSON® brand products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>.

**Important:** Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty.