

# Paper Kraft Brown Label Stock

## Description

Paper Kraft Brown label material has been designed specifically for use in labelling of wine, beverage and premium food labelling applications where an authentic, natural and ecological look is desired. Made of tough 98µm paper it comes with an topcoated surface which is suitable for printing by usual CX printing engines.

## Product Usage

Paper Kraft Brown labels are the ideal choice for labels printed on Primera's CX-Series Color Label Press where full process color is used to add impact and/or functionality to the label.

Proper testing in the final application environment is recommended especially when used near water or chemicals. As with all pressure-sensitive materials, this product should be tested thoroughly under end-user conditions to ensure it will meet the requirements of the specific application.

## Technical Specifications

### Face

|                      |   |
|----------------------|---|
| <b>Material:</b>     | Standard-ribbed, machine-glazed, brown Kraft paper made with long-fibre resinous pulp |
| <b>Basis Weight:</b> | 70 g/m <sup>2</sup> ISO 536   |
| <b>Thickness:</b>    | 98 µm ISO 534   |

### Adhesive

|                  |                   |
|------------------|-------------------|
| <b>Material:</b> | Acrylic permanent |
|------------------|-------------------|

### Liner/Backing

|                      |                               |
|----------------------|-------------------------------|
| <b>Material:</b>     | White, woodfree backing paper |
| <b>Basis Weight:</b> | 79 g/m <sup>2</sup> ISO 536   |
| <b>Thickness:</b>    | 69 µm ISO 534                 |

## Shelf Time

2 years when stored away from sunlight and heat, in a dark, dry place at a temperature of +20 °C with a relative humidity of 50%. Prolonged storage at higher temperatures and/or humidity levels will shorten the shelf life.