

HOT MELT ADHESIVE

RECLOSABLE ADHESIVE APPLICATION FOR HYGEINE PRODUCTS

Soft and quiet opening | High adhesion | Excellent reclose properties



RECLOSABLE ADHESIVE APPLICATION FOR BABY WIPES

Filmic-based reclosable labels are often the best choice for preventing wipes drying out, showcasing branding, and advancing sustainability. Our range of specially formulated wet wipe hot melt adhesives can help you produce the best labels for your customers.

Wet wipe labels

Adhesives play a crucial role in reclosable wet wipe packaging by providing the seal to retain moisture – whilst a great adhesive remains smooth and quiet over multiple openings and closures. Our wet wipe label hot melt adhesives offer the right balance of properties, and crucially have smooth, quiet opening - important for baby care wipes.

Advancing sustainability

Many packaging producers are replacing bulky hard-plastic lids with filmic-based reclosure labels, in response to sustainable packaging demands. Using a hotmelt adhesive provides the capability to coat PET reclosure labels whilst maintaining the performance of a rigid lid, and the versatility to coat polypropylene and polyethylene labels to support mono-material recycling.



KEY FEATURES

- Acrylic technology (non-crosslinked) hot melt adhesive.
- Medium- to high-adhesion and smooth peel on both matte and gloss surfaces.
- Excellent resistance to moisture.
- Sustained tack and peel onto wet surfaces.
- Resistance to peel build-up over time and temperature.
- Phthalate free.

APPLICATIONS

- Packaging for baby wipes with reclosure PET, PP, and PE labels suitable for matte and gloss packaging material.

ADHESIVE GRADE AND TECHNICAL INFORMATION

Product	Application	Properties	Viscosity (mPa.s)	Wet Peel- 180 ° (N/50mm) (After 5 recloses)**
MAIC®Seal N14*	Wet wipes Label: PET/PP Pack: Matte/Gloss	Medium adhesion	35,000 (180 °C)	0.5
MAIC®Seal N17*	Wet wipes Label: PET/PP Pack: Matte/Gloss	High adhesion	29,000 (180 °C)	1.0
**PET label with gloss Pack				

*Development Grades

Please note: all adhesives should be tested thoroughly under end-user conditions to ensure label performance expectations are satisfied in the specific application.