

HOT MELT ADHESIVE

ADHESIVE FOR REPOSITIONAL LABEL

Acrylic-based hot melt adhesive | Removable up to 8 hours after application

| Balanced performance on PET/PP/HDPE



ADHESIVE FOR RE POSITIONABLE LABEL

Many brands look to call attention to quality and differentiate from commodity products. Simultaneously the need to conform with recycling streams means label coaters need adhesives capable of bonding to multiple container surfaces.

Extended repositionability & sustainability

Our labeling adhesive provides extended repositionability – meaning the bond strength stays low for 8 – 12 hours. Only building up to final adhesion after 12 hours. This allows labels to be removed and containers re-used, instead of disposed - a more sustainable approach!

PET, PP or PE containers? Take your pick!

As the packaging chain respond to sustainability demands – containers requiring labels could therefore be PET, polypropylene, or polyethylene. MAIC's hot melt for repositionable labels are specially designed to bond to all container types, giving you the capability to respond to all your customers' demands.

KEY FEATURES

- Acrylic technology (non-crosslinked) hot melt adhesive.
- Slow building peel for label repositioning or removal up to 12 hours after application.
- No residue and a smooth peel up to 12 hours after application.
- Good initial tack for label application.
- Balance adhesion to PP, PET, and HDPE packaging containers.
- No-label look.

APPLICATIONS

- Repositionable labels for packaging containers with excellent adhesion build up after 12 hours.

ADHESIVE GRADE AND TECHNICAL INFORMATION

Product	Application	Properties	Viscosity (mPa.s)	180 ° peel – FTM ₁ – 20gsm, 8H (N/25mm)	Initial tack FTM ₉ –(N)
MAIC®Rebond A1*	High Value Containers Label: PET/PP Pack: PP, PET, HDPE	Removable up to 8 – 12 h Good initial tack	28,000 (180 °C)	PP – 9.0 PET – 8.4 HDPE – 6.4	PP – 5.6 Glass – 5.4
MAIC®Rebond A2*	High Value Containers Label: PET/PP Pack: PP, PET, HDPE	Removable up to 8 – 12 h Balanced peel across pack materials	41,000 (180 °C)	PP – 9.9. PET – 7.9 HDPE – 7.0	PP – 5.3 Glass – 5.0

*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.