

# HOT MELT ADHESIVE

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ADHESIVE FOR PAPER HANDLES  
USED IN MULTIPACK

High peel strength | Reduced plastic | Reduced cost



## ADHESIVE PAPER CARRY HANDLE - PLASTIC-FREE MULTIPACK PACKAGING

The pressure sensitive carry handle, commonly used to provide a holding mechanism for multi-pack beverages and other goods, is an incredible addition to any label producer's portfolio. With the right adhesive you can contribute to a circular economy, increase customer satisfaction, and better showcase branding.

### Eliminate plastic wrapping

Shrink wrap is one of the largest contributors by weight to total plastic packaging, with the main use being to bundle multi-packs. Our carry handle adhesive is specially formulated to bond directly to PET bottles, leaving no residue, meaning shrink wrap can be eliminated from multi-pack beverages.

### Holding power to wow

Our carry handle adhesives are designed to hold the weight of typical beverage multi-packs.

### Paper too

Our adhesive formulations are even suitable for paper handles. High grade paper packaging is becoming ever more common, depending on the recycling streams available in the region. Guide your customers to 100 % plastic free with paper wraparound labels and paper carry handles.



## KEY FEATURES

- Excellent peel strength.
- Excellent holding power for paper and filmic handles.
- High loop tack for initial adhesion.
- Low temperature resistant.
- Great adhesion properties across variety of substrates.

## APPLICATIONS

- High holding power adhesive for paper and filmic handles for multipacks.
- Specialty label stock suitable for used on variety of substrates.
- Low and high temperature resistant label stock for food and industrial applications.

## ADHESIVE GRADE AND TECHNICAL INFORMATION

Product	Application	Properties	Viscosity (mPa.s)	Loop Tack - FTM9 (N/25mm) - Max	180 ° peel - FTM1 (N/25mm) - 24 h	SAFT (0.5 kg) (°C)
<b>MAIC®Hold 007*</b>	Paper and filmic handles Temperature resistant label stock	High holding power Temperature resistance High SAFT High Tack	53,000 (190 °C)	11.7 (SS)	SS - 18.0 PP - 12.9 PET - 13.6 HDPE - 10.9 Cardboard - 7.5 Adhesive - 20 gsm	102 (SS)

\*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.