



**Material #233:** Matte White Polypropylene Label for Dye and Pigment-based Inkjet Printers

**Facestock:**

Description: Economy-grade matte white PP label uniquely receptive to pigment inks combines premium matte appearance and great color matching with high solvent-resistance, moisture-resistance, and strength. This material is virtually smudge proof and ideal for primary display and secondary packaging labels featuring photographic and other color images. Also suitable for use in dye-based inkjet printers where resistance to moisture is not as critical.

**Thickness:** 4 mil  $\pm$  0.1 mil

**Adhesive:**

Description: Aggressive, Permanent.

- Type: Hotmelt Rubber

**Liner:**

Description: Coated release liner.

**Caliper:** 2.4 mil  $\pm$  10%

**Total Construction Caliper:** 7.1 mil  $\pm$  10%

**Minimum Application Temperature:** 35 °F (2 °C)

**Service Temperature Range:** -50 °F to 140 °F (-45 °C to 60 °C)

**Storage Considerations:**

QuickLabel warrants that this label/tag product retains its performance properties for one year from the date of purchase if properly stored at room conditions between 64-84°F (18-29°C) and 30-70% relative humidity. Do not store in direct sunlight. Do not remove protective packaging until product is to be used.

**Recommended Applications:**

Material #233 is an economical choice and ideal for use with ***pigment*** inkjet label printers where good resistance to tearing, solvents, smudging, moisture, and abrasion are needed along with great color matching. Prints very well in dye-based inkjet printers as well, but is not recommended if the label may come into contact with moisture.

Updated on: 04/18/2018