

MARTELÉ WS

Wet-strength uncoated embossed paper for labels, anti-mold, made from pure E.C.F. (Elemental Chlorine Free) cellulose pulp, FSC® certified. Available in 2 shades: Classic White and Soft Ivory.

DESCRIPTION

SIZE	GRAIN	SUBSTANCE
72X102	LG	90

RANGE

SUBSTANCE	BULK	OPACITY		COBB 60	W.B.R.	DRY TENSILE STRENGTH*	
ISO 536	ISO 534	ISO 2471		ISO 535	ISO 3781	ISO 1924	
g/m²	cm³/g	%		g/m²	%	kN/m	
		DRY	WET			long±10%	trasv±10%
90 ± 3%	1,3	90 ± 2	≥ 78	25 ± 4	≥ 11	7,5	3,5

TECHNICAL
FEATURES

ref. standard/instrument
unit of measure

- Brightness (Classic White)
ISO 2470 - 104% ± 2
- CIE Whiteness (Classic White)
142% ± 4
- Brightness (Soft Ivory)
ISO 2470 - 67% ± 2
- Relative Humidity 50% ± 5
ref. TAPPI 502-98
- * Before the embossed



SPECIFIC
TREATMENTS



ECOLOGICAL
FEATURES

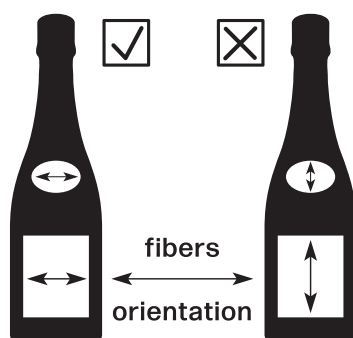
Special runs available upon request.

NOTES

MARTELÉ WS

Martelé WS is an embossed uncoated paper developed for wet glue labels. For labelling, always observe the correct indications as regards grain direction. It must be parallel to the base of the bottle (see drawings).

APPLICATIONS



Suitable with the main printing systems: offset, blind embossing, hot foil stamping, thermography and screen printing. The macroporous surface requires the use of oxidative drying inks.

PRINTING SUGGESTIONS

The varnish coated with an offset machine is almost fully absorbed and therefore does not improve gloss or protection. Good results with major processing operations such as: cutting, die-cutting and glueing.

CONVERTING SUGGESTIONS