

Vivid™

PRIME FILM LABEL STOCKS

*Superb printability,
dispensing and shelf appeal*



Finally, there's a high-performance line of pressure sensitive films engineered for today's high profile consumer products. Vivid™ white, clear and chrome film facestocks with advanced adhesives designed for squeezable, semi-rigid and rigid containers.

- Personal Care/Cosmetics
- Beverages – Spirits, Beer, Wine, Water and Flavored Drinks
- Gourmet Foods
- Household and Auto Care Products

mactac® 
technology that sticks

Vivid™

PRIME FILM LABEL STOCKS

Visual Impact and Versatility for all types of Product Labeling

Mactac® gives you more choices for your prime film needs



Vivid Ice™

Vivid Ice is an optically-clear 2.0 mil BOPP film topcoated for premium printability by a wide range of technologies, including: UV and water-based flexo; screen; offset, gravure and UV ink jet.

Vivid Ice is designed for high clarity semi-rigid and rigid containers, especially for food and beverage labeling

Vivid Squeeze – White & Clear

Vivid Squeeze films are white and clear BOPP films chemically engineered for easy wall-to-wall squeezability—yet have the strength and stiffness to perform well on press and during label dispensing.

Vivid Squeeze films can be used on all types of containers—fully squeezable/conformable, semi-rigid and rigid. These films are designed for all types of lotions, shampoo, soft soap and household cleaner labeling.

MP880 Clear Adhesive for Vivid Ice™ and Vivid Squeeze Films

MP880 is an optically clear, acrylic adhesive specifically developed for beverage and personal care labeling applications. It is water whitening resistant, has good open time, wet-stick and wet-out.

CONFORMABLE FILMS

Vivid Squeeze – 2.2 mil white and clear, wall-to-wall squeezable BOPP

Vivid White Vinyl – 3.4 mil topcoated soft white vinyl

Vivid Hazy Clear – 3.0 mil hazy clear polyolefin

SEMI-CONFORMABLE FILMS

Vivid Ice™ – 2.0 mil clear BOPP

Label-Lyte® – 2.6 mil white BOPP with a distinctive pearlescent finish

Allure® – 2.3 mil gloss white BOPP

Vivid Chrome – 2.0 mil bright chrome BOPP

RIGID FILMS

Vivid White Polystyrene – 2.6 mil white polystyrene

Vivid Clear Polystyrene – 1.5 & 2.0 mil clear polystyrene

Prime Film Adhesives

- CHILL AT™** – All-temperature hot-melt adhesive
- MP880** – Optically-clear, high performance acrylic with excellent water whitening resistance, wet-out and open time.
- PC5000** – Clear, acrylic emulsion. Good water resistance, wet-out and open time.
- ST95** – General purpose, permanent acrylic emulsion.
- 640AT** – All-temperature, permanent acrylic emulsion. Good cold/wet stick.
- 705VHP** – High tack, permanent rubber-based.
- 710VHP** – General purpose, permanent rubber-based.
- 711VHP** – Permanent rubber based, FDA approved adhesive for direct food contact.
- 733 Glacier** – Freezer Grade, designed for cold, wet applications, rubber-based, great for meat and cheese packaging.
- Mactac® PUREtac™ CL216** – Optically-clear adhesive specifically designed to go on and stay on packaging and labeling applications, excellent water whitening resistance.



										White Films					Clear Films						
Properties										Vivid Squeeze 2.2 Mil White Squeezable BOPP	Vivid 3.4 Mil Matte White Vinyl	Vivid 2.6 Mil Gloss White BOPP	Allure 2.3 Mil White BOPP	Vivid 2.6 Mil White Polystyrene	Vivid 2 Mil Chrome BOPP	Vivid Squeeze 2.2 Mil Clear Squeezable BOPP	Radiance 3 Mil Hazy Clear Polyolefin	Vivid Ice 2 Mil Clear BOPP	Vivid Clear Polystyrene (1.5 & 2 Mil)		
Water Resistance	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent		
No Label Look	Opaque	Opaque	Opaque	Opaque	Opaque	Opaque	Opaque	Opaque	Opaque	Opaque	Excellent	Poor	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Moderate		
Squeezability	Excellent	Good	Moderate	Moderate	Not Recommended	Moderate	Not Recommended	Excellent	Good	Moderate	Excellent	Good	Moderate	Moderate	Excellent	Good	Moderate	Moderate	Not Recommended		
Conformability	Excellent	Excellent	Moderate	Moderate	Not Recommended	Moderate	Not Recommended	Excellent	Excellent	Moderate	Excellent	Excellent	Excellent	Moderate	Excellent	Good	Moderate	Moderate	Not Recommended		
UV Resistance	Not Recommended	Excellent	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended		
4.5° Gloss Level	40	10 (60°)	68	45	30 (60°)	90	85	62	80	165 (60°)											
Opacity (white)/haze (clear)	76%	94%	88%	80%	85%	97%	<3%	4.7%	2.50%	0.70%											
Top Coat/ Corona Treat	TC	TC	TC	TC	CT	TC	TC	CT	TC	CT											
Markets/Applications																					
Health & Beauty/Cosmetics	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Beverage	✓		✓																		
Food Packaging	✓		✓	✓		✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Coupon Base					✓															✓	
Household Chemicals			✓	✓		✓					✓							✓			
Wine & Spirits						✓					✓							✓			
Stock Products/Adhesive Information - Minimum Application Temperature & Service Range																					
General Purpose Permanents - Great adhesion to cosmetics, household products, detergents, oil bottles etc.																					
710VHP	+20F (-7C) App -65F to +150F Range		P19001-78 P19012	PTW9002	GF9001	PTS9001		PF9002-78	PF9002-78	GF9002-78 GF9012-78 GF9022-78 GF9002(1.5 mil)											
ST95	+25F (-4C) App -75F to +200F Range	SWP9501	VDG9511 VDG9521 VVG9511	P19502				PF9502-78 PF9562													
Optically Clear - Non Water Whitening, Great for Beverage applications																					
Mactac PUREtac CL216	+23F (-5C) App -50F to 160F Range			PTW1691-0 PTW1691-2		PTS1691-0 PTS1691-2		PTC1691-0 PTC1691-2													
MP880	+40F (+4C) App -65F to 350F Range	SWP8891-2				SCP8891-2		PTC8891-0 PTC8891-2													
PC5000	+40F (+4C) -65F to 200F Range			PTW8911				PH8942 PF8912													
High-Tack Permanents - Great for rough surface applications like textured bottles																					
705VHP	+20F (-7C) App -65F to +150F Range			P14512																	
Cold Temperature Permanents - Great adhesion to cold damp surfaces, freezer applications. Excellent for food packaging.																					
CHILL AT	-10F (-23C) App -65F to +150F Range			P17802																	
640AT	-20F (-29C) App -65F to +200F Range			P12602		PTW2602		PF2602-78													
711VHP Direct Food Contact	+20F (-7C) App -65F to +120F Range			P17002 P17212		PTW7002		PF7002													
Glacier 733	0F (-18C) App -65F to +150F Range					GF5001				GF5002											



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