

# MACScript™ 2

## Prescription Labeling Solutions from Mactac®



**A new direct thermal labelstock designed to address prescription labeling challenges, making label longevity concerns a thing of the past.**

As the recognized leader in direct thermal medical labeling, Mactac® ensures that today's prescription drug labels will provide enhanced environmental resistance and exceed consumer expectations. For durable, lasting labels that make consumer experience and safety a priority, choose MACScript 2.





With an aging population boom and advances in medical science, there is an extensive need for durable prescription labels in today's market. Because consumers sometimes use prescription bottles well beyond the printed expiration date, image fade on the label can cause serious problems when the legibility of patient data and medical care instructions are compromised. MACScript 2 is a high-quality, high-density label created to meet consumer expectations and safety requirements.

## Thermal Printing Makes for Easy Compatibility and Cost Saving

MACScript 2 addresses the latest application challenges faced by converters through advancements in direct thermal chemistry and strategic partnerships with suppliers to offer reduced costs and lasting value.

MACScript 2's advanced thermal chemistry design virtually eliminates the need for a press-applied UV overcoat, which can add cost, slow the printing process, inhibit full image density and cause premature print head wear.

This direct thermal labelstock offers outstanding environmental resistance, enabling it to withstand extreme exposure to heat, moisture, sunlight and certain chemicals typical to prescription labeling such as oils, lotions, hand sanitizers and soaps.

MACScript 2 is one of the most durable prescription labeling solutions available and features:

- A medium- to high-sensitivity topcoat and bright white face to make text and graphics pop
- Compatibility with both high-speed and low-voltage direct thermal printers, allowing for printing flexibility while maintaining a dark, sharp image

## Exceptional Durability without the Downsides

While the application of a press-applied topcoat was once necessary to protect prescription drug labels against corrosion, MACScript 2's advanced direct thermal chemistry virtually eliminates the need for this process, while maintaining outstanding resistance against fading. Using MACScript 2 labelstock also means avoiding the added costs associated with premature print head wear, slowed printing process and inhibited image density caused by UV topcoat application.

## Ultimate Adhesion

MACScript 2 incorporates Mactac's ST-95 permanent acrylic emulsion adhesive, which is engineered to provide outstanding open time for short-term repositionability and excellent initial tack, ultimate adhesion and mandrel hold. Other attributes include:

- Ideal for plastic, glass and corrugated prescription containers
- Considered latex glove-friendly for use in healthcare settings
- Service temperature abilities ranging from negative 75 to 200 degrees Fahrenheit

Additionally, a semi-bleached kraft liner designed for excellent die cutting, stripping and label dispensing in roll-to-roll applications protects the adhesive.

Test Property	Typical Value
Caliper, inches	0.0007 +/- 10%
Min Application	+25°F (-4°C)
Service range	-75 to 200°F (-60°C to 93°C)
Average Peel Adhesion – g/1"	(180°angle 12"/min)
Corrugate	1200+
HDPE	1800+
Stainless Steel	2000+
Loop Tack g/1"	>1500
Mandrel Hold P.E. ½" O.D.	Excellent

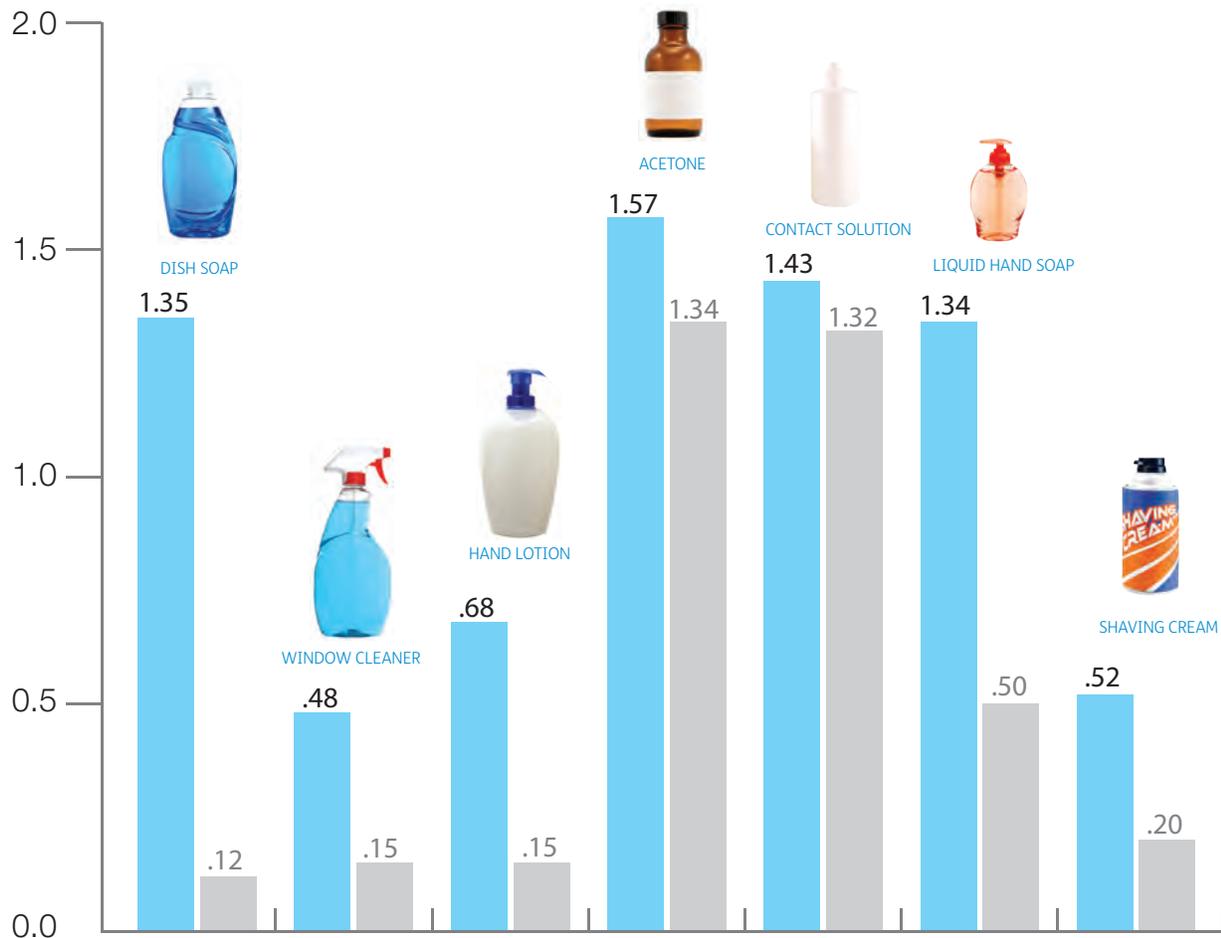
# Excellent Resistance to Everyday Environments

MACScript 2 was designed to stand up to a myriad of environmental factors that consumers might put prescription drug labels and containers through as they are stored or used. To determine how MACScript 2 performed against common conditions, Mactac first asked more than 300 consumers where their bottles are typically stored. The

results? More than 80 percent of respondents keep prescription bottles in a kitchen or bathroom. Next, Mactac subjected MACScript 2 to rigorous internal and third-party endurance testing, ensuring that the labelstock's chemistry has been developed to withstand the most extreme conditions appropriate to these environments.

In tests ranging from one to 30 days in length, MACScript 2's image density and readability were measured and compared to competing prescription labelstock brands.

## MACScript 2 stands up to a variety of common household products... and surpasses the competition!



**MACScript 2 was subjected to the following environmental factors and maintained superior image density compared to competing prescription labelstock brands:**

- Heat Resistance	<b>MACScript 2: 1.32</b>	Competitor: .43
- Heat & Humidity	<b>MACScript 2: 1.25</b>	Competitor: 1.22
- Water Submersion	<b>MACScript 2: 1.17</b>	Competitor: 1.09

NOTE: MACScript 2 demonstrated "Excellent" or "Very Good" endurance when exposed to a variety of other oils, lotions and sanitizers typically found in kitchens/bathrooms.

\*Images do not represent any specific consumer brand and are meant only to represent the generic type of product.

