

# Clear Hotmelt



Up to now, hotmelt adhesives haven't been the best choice for chilled food labels because of their tendency to "yellow", especially after exposure to ultraviolet light. As a result, food producers have often had to compromise between shelf-appeal and low-temperature adhesive performance.

Our patented clear hotmelt S2045C adhesive solves that problem. It's the first ultra-clear hotmelt adhesive that offers the tack and low-temperature performance of a conventional hotmelt adhesive, but without the yellowing. It's available with both conformable polyethylene and rigid polypropylene films, and paired with our best-in-class TC7007 topcoat, performing well at higher conversion speeds. In all, it's a straightforward and cost-effective way to achieve a great 'no label' look for chilled foods.

## Key features

- First general-purpose clear hotmelt
- Improved shelf appeal
- Greater clarity and printability
- Lower total applied cost (TAC)
- Suitable for use with PP clear labelling
- Suitable for labelling of curved and contoured substrates with PE clear and white
- Minimum application temperature 0°C




## Application areas

- Chilled food applications where shelf appeal is important
- Applications that previously used conventional hotmelt
- Other applications where high tack at lower temperatures is required

## Product information

Code	Description	MOQ (m <sup>2</sup> )	Width (mm)	Location
<b>BF625</b>	PE85 TOP CLEAR S2045C BG40WH FSC	1000	1000	Indent
<b>BF627</b>	PP60 TOP CLEAR S2045C BG40WH FSC	2000	1000	Indent

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