



Ref. RHODA 791

Top-coated glossy opaque white PP film / synthetic rubber hot-melt adhesive / siliconised glassine liner

DESCRIPTION

Biaxially oriented polypropylene (PP) film, glossy opaque white and top-coated, designed specifically for labelling tyres and other rough surfaces. It combines the flexibility and mechanical strength of polypropylene with an aggressive, permanent synthetic rubber hot-melt adhesive, formulated specifically for adhesion to polar and non-polar substrates that are difficult to bond to.

QUICK SUMMARY

Facestock: Glossy opaque white PP film, 45 g/m²

Adhesive: Permanent synthetic rubber hot melt

Liner: Super-calendered siliconised glassine, 62 g/m²

Printing: Flexo, letterpress, gravure, screen, TT

Key points

- Minimum application temperature: -5 °C
- Service temperature: -20 to +50 °C
- Loop tack of 45 N/25 mm
- Adheres to polar and non-polar substrates
- Shelf life: 12 months

KEY ADVANTAGES

- High strength and flexibility for adhesion to rough, irregular surfaces such as tyres.
- Permanent synthetic rubber hot-melt adhesive with high initial tack (loop tack of 45 ± 5 N/25 mm).
- Excellent adhesion to polar and non-polar substrates, thanks to a formulation specific to tyre labelling.
- An alternative to aluminium barrier paper in outdoor applications requiring durability.
- Super-calendered glassine liner, siliconised on both sides, with excellent converting properties.

RECOMMENDED APPLICATIONS

- Labelling of new and retreaded tyres.
- Labels for rough, irregular surfaces in the automotive and industrial sectors.
- Outdoor applications with durability requirements where barrier paper is not enough.
- Product identification in industrial environments with hard-to-bond substrates.

PRINTABILITY

Compatible with the main common printing technologies: flexo (solvent-based, water-based and UV), letterpress, gravure and screen printing. It is also compatible with thermal transfer using selected ribbons. Verifying the ribbon and the printing parameters for each process is recommended.



MATERIAL STRUCTURE

LAYER	CODE	DESCRIPTION
Film	Top-coated PP	Biaxially oriented PP film, glossy opaque white, top-coated. 45 g/m ² and 60 µm.
Adhesive	Synthetic rubber hot melt	Permanent synthetic rubber hot-melt adhesive, formulated for tyre labelling. 50 ± 5 g/m ² .
Liner	Siliconised glassine	White super-calendered glassine paper, siliconised on both sides (solventless). 62 ± 3 g/m ² .

PHYSICAL PROPERTIES — FILM

PROPERTY	UNITS	VALUE	TOLERANCE
Substance	g/m ²	45	—
Caliper	µm	60	—
Tensile strength at break, MD	MPa	100	—
Tensile strength at break, CD	MPa	195	—
Elongation at break, MD	%	170	—
Elongation at break, CD	%	55	—
Opacity	%	80	—
Gloss (45°, print side)	%	63	—
Dimensional stability, MD (135 °C)	%	-4	—
Dimensional stability, CD (135 °C)	%	-2	—

MECHANICAL PROPERTIES — ADHESIVE

PROPERTY	STANDARD	UNITS	VALUE	TOLERANCE
Peel adhesion	AFERA 5001	N/25 mm	23	± 2
Loop tack	FTM 9	N/25 mm	45	± 5
Adhesive coat weight	—	g/m ²	50	± 5
Softening point	—	°C	92	—
Shear at 23 °C (1 kg/25 mm ²)	—	h	20	—
Shear at 40 °C (1 kg/25 mm ²)	—	h	1	—
SAFT (0.5 °C/min; 0.5 kg/25 mm ²)	—	°C	~56	—
Minimum application temperature	—	°C	-5	—
Minimum service temperature	—	°C	-20	—
Maximum service temperature	—	°C	+50	—



MECHANICAL PROPERTIES — LINER

PROPERTY	UNITS	VALUE	TOLERANCE
Liner substance	g/m ²	62	± 3
Liner caliper	µm	63	± 5
Tensile strength at break, MD	kN/m	min. 5.3	—
Tensile strength at break, CD	kN/m	min. 2.5	—
Tear, MD	mN	min. 260	—
Tear, CD	mN	min. 280	—
Moisture	g/m ²	4	± 1

COMPLETE LAMINATE AND STORAGE

PROPERTY	UNITS	VALUE	TOLERANCE
Total laminate substance	g/m ²	167	± 4
Total laminate caliper	µm	172	± 5
Storage temperature	°C	+20	—
Relative humidity	%	50	—
Shelf life	months	12	—

STORAGE AND SHELF LIFE

Shelf life of twelve months from the date of manufacture, at +20 °C and 50 % relative humidity. Keep in a dry, clean and well-ventilated area, in the original packaging. Avoid exposure to sources of intense heat.

SUPPLY FORMATS

- Any length, up to 1,000 m per reel.
- Inner cardboard core of Ø 76 mm (3").
- Special slitting and widths to project: to be confirmed on order.

USAGE RECOMMENDATIONS

- Automatic dispensing is not recommended.
- The high adhesive coat weight does not allow high press speeds: the speed must be lower than for a standard label.
- Die-cutting and rewind tension must be kept under strict control to avoid adhesive bleed.
- Run printing, die-cutting and application trials before production.

IMPORTANT NOTES

- This product is an alternative to aluminium barrier paper where outdoor durability is required.
- It may take on a slightly yellowish tone over time, owing to the limited barrier properties of polypropylene.



- The values given are typical values based on the manufacturer's data and are subject to change without notice.
- Users should run their own printing, die-cutting and application trials before production.

This document is a technical data sheet for commercial use. For any advice on the suitability of the material, please contact us.