

 **NOVAMELT® PS 1212****Product description**

Hotmelt pressure sensitive adhesive, permanent type, with universal adhesion properties to various substrates, excellent die cutting properties; recommended for roll and slot-die coaters.

**Suggested use**

Permanent labels, EDP-labels, baggage tags, business forms.

**FDA-Status**

Meets composition requirements of indirect food additives regulation FDA 21-CFR-175.105 „Adhesives“, and may stand in direct contact with dry and moist, non-fatty foodstuff (ISEGA certificate).

**Application advice**

Novamelt® PS 1212 can be coated at 150 – 170 °C.

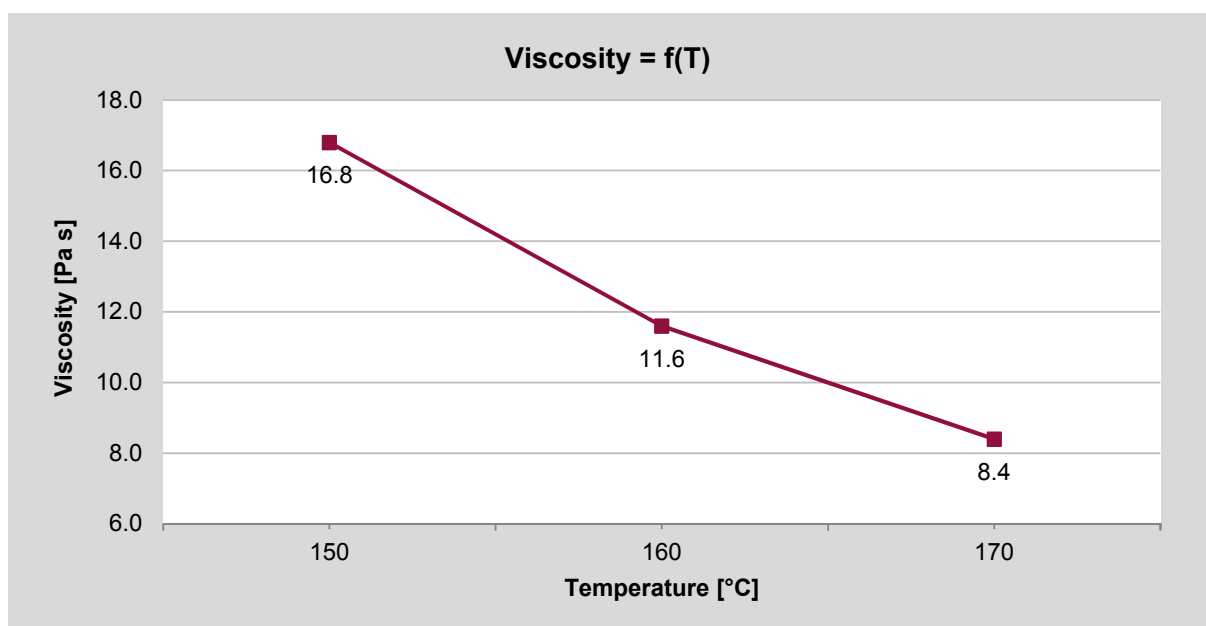
Application-temperature of the labels between +5 °C and +50 °C. Temperature resistance of the applied label from -20 °C to +60 °C.

**Physical properties**

Softening point (ASTM D36): 93 – 97 °C

Color: beige

Viscosity (D= 92.7 s<sup>-1</sup>; Anton Paar MCR 300):




**NOVAMELT® PS 1212**
**Pressure sensitive properties of a 25 g/m<sup>2</sup>-coating on 23 µm polyester film:**


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**180° Peel adhesion to steel (FTM 1)**

after 20 min: 18 – 20 N/inch

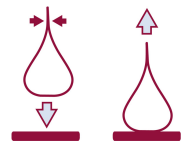
after 24 h: 18 – 20 N/inch




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**Loop Tack on glass (FTM 9)**

18 – 22 N/inch



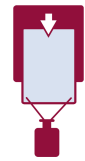

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**Rolling Ball (PSTC 6)**

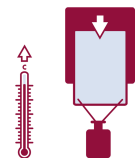
approx. 20 cm




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**Shear adhesion to steel (FTM 8)**
23 °C: > 24 h with 1 kg/inch<sup>2</sup>40 °C: 4.5 h with 1 kg/inch<sup>2</sup>


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**Shear adhesion failure temperature on steel (SAFT)**
0.5 °C/min; 0.5 kg/inch<sup>2</sup>: approx. 68 °C
**Packaging**

4 kg, 8 kg and 20.8 kg blocks in siliconized boxes, 190 kg fibre drums

**Shelf life and storage**

The product can be stored two years – starting from production date – in its original package under clean and dry conditions and protected from direct sunlight. Average storing temperature is suggested to be 25 °C or below. Storage temperature should not exceed 40 °C.

v1.2\_09/11\_DS (replaces all previous versions)

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