

Labelling HM

- Paper and plastic labels for cans, PE, PP, PET
- Polyolefin-based - good long-term stability in the melt
- Roller or nozzle application



Jowat-Toptherm® 252.40

Jowat-Toptherm® 252.45

Jowatherm® 252.15

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Hot melt adhesive for labelling



Pressure-sensitive adhesives based on polyolefin for labelling in the beverage industry.

Making the correct decision on the adhesive used to attach a label is a factor for success in an environment that is subject to the conditions of mass production, brands, impulse buying, and convenience. To look good is the basic requirement for labels and adhesives: No peeling off, no bleeding-through, no creases may impair the message of label and brand. An ideal labelling glue will bond the label firmly, but flexibly and spotlessly to the beverage container, and simultaneously provides an attractive touch during handling. Above all PET or disposable bottles with thinner walls require highly flexible "crush-resistant" labels in order to be attractive to the customer.

Polymers are responsible for creating the inner strength, the cohesion of the bond. Modern, tailored polyolefin-based polymers are highly suitable as raw material bases for labelling adhesives, since the balanced cohesive properties will give the ad-

hesive high strength and excellent flexibility. The new **Jowat-Toptherm®** adhesives provide higher-than-average initial tack, which is a major factor when labelling with wraparound foil or split paper labels. The processing window permits outputs of up to 48,000 bottles per hour.

Production can profit from the lower process cost for polyolefin-based hot melt adhesives. The numerous advantages of this group of adhesives are already known on the market from the application carton closing, and are now applied to the labelling process. The PO basis makes those drawbacks obsolete that were known from the processing of labelling hot melts based on EVA or rubber, like burning, cracking or separation. The reduced stringing effect during application, and the high heat resistance in the melt, limit cleaning operations and allow for longer maintenance intervals. The new raw material basis promotes a highly stable viscosity, with the consequence of a good and even flow and transfer performance during application.

Jowat-Toptherm® 252.40

For paper labels on plastic or metal container, no staining, fine grinding, low power consumption, suitable for carbonated beverages.

Viscosity at 160 °C [mPas]	1,000
Basis	PO
Colour	light yellow transl.
Processing temperature	140 - 180 °C
Supply form	Pillows
Surface tack	low

For labelling paper on metal containers, PE, PP, PET; for nozzle or roller application, comply with regulations FDA 175.105 for food packaging.



Jowat-Toptherm® 252.45

For paper and plastic labels on plastic or metal containers. Excellent runnability, no fouling, low power consumption.

Viscosity at 160 °C [mPas]	1,000
Basis	PO
Colour	light yellow
Processing temperature	140 - 180 °C
Supply form	Pillows
Surface tack	medium

For labelling paper and plastic labels on metal containers, PE, PP, PET; for nozzle or roller application, complies with regulations FDA 175.105 for food packaging.



Jowatherm® 252.15

For plastic labels on plastic containers, developed especially for carbonated drinks, low viscosity, high tack.

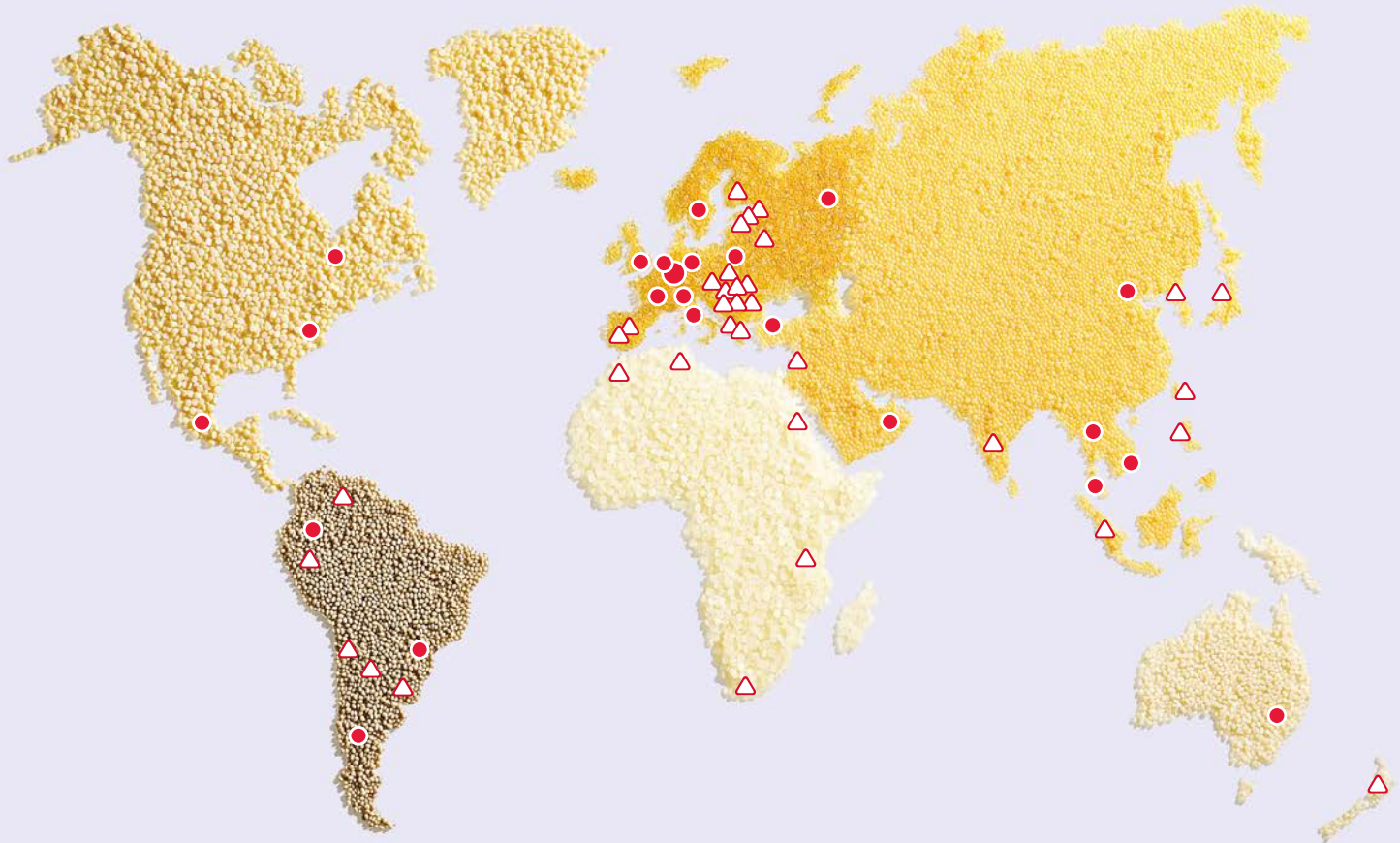
Viscosity at 150 °C [mPas]	625
Basis	rubber
Colour	yellow
Processing temperature	130 - 150 °C
Supply form	foil pouch
Surface tack	heavy

For labelling plastic, (paper and in some cases) of PE, PP, PET, for application cylinder or nozzle complies with FDA regulation 175.105 for food packaging.



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Jowat – Kleben erster Klasse

Jowat – first class bonding

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