

# OptiLabel™ HB

## BRING YOUR BRAND TO LIFE.

Designed to outperform in flexographic applications, OptiLabel HB brings everything to your label—premium brightness, blue-white shade, excellent opacity and semi-gloss finish—that shouts “best quality” from the shelf to the shopper.

OptiLabel HB is designed for high-end pressure sensitive label applications requiring premium label appearance. The coatings on this woodfree grade are well suited for flexographic printing. OptiLabel HB features premium brightness and an enhanced blue-white shade combined with high opacity and a semi-gloss finish. Reverse side coatings are compatible with pressure sensitive adhesives.

### FEATURES:

- Coatings designed for flexographic printing
- Smooth, semi-gloss finish for premium print fidelity and image reproduction
- High strength for fast matrix stripping and runnability
- High brightness, high opacity and premium blue-white shade for optimal label appearance
- Manufactured in the USA with Pride

### APPLICATIONS:

- High-end pressure sensitive labels for flexographic printing

### OPTILABEL HB SPECIFICATIONS:

Basis Weight	lbs/3300ft <sup>2</sup>	53	58
	g/m <sup>2</sup>	78	86
Caliper	mils	2.7	3.0
	microns	66	76
Gloss	%, 75°	68	71
Opacity	%	87	88
Brightness	%	89	89
CD Tensile	lbs/in	15	16.5
	N/15mm	39	43
MD Tear	gf	36	40
	mN	353	392
PPS S-10	micrometers	0.8	0.9



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