



## EcoPoint™

EcoPoint™ is designed specifically for water bottle labels. Features include a high fidelity print surface for good artwork reproduction and durability for bottled water applications. Good brightness and gloss level, along with label opacity, make EcoPoint™ a good choice for water bottle labels.

### FEATURES AND BENEFITS

- Print side smoothness and gloss for good printed appearance
- Coatings suitable for flexo, offset and rotogravure printing
- Wet strength level designed specifically for water bottle label durability
- Suitable for high-speed labeling processes
- Reverse side coatings engineered for hot-melt adhesive

Basis Weight	(lbs/3000 ft <sup>2</sup> )	40	43	46	49
	(lbs/3300 ft <sup>2</sup> )	44	47	51	54
	g/m <sup>2</sup>	65	70	75	80
Caliper	(mils)	2.4	2.5	2.7	2.9
	microns	58	64	69	74
Smoothness	10S, PPS	0.70	0.70	0.70	0.70
Gloss	%, 75°	65	65	65	65
Brightness	%	87	87	87	87
Opacity	%	82	83	84	85
MD Tensile	(lbs/in)	24	25	27	30
	N/15mm*	63	66	71	79
MD Tensile Wet	(lbs/in)	4.0	4.3	4.5	5.0
	N/15mm*	10	11	12	13
Cobb	g/m <sup>2</sup> , 60 sec	25	25	25	25

\*Calculated result

### MAIN APPLICATIONS

Flexo, Offset or Gravure printed for water bottle labels  
 EcoPoint™ AM (mold-resistant) treatment version available  
 Not suitable for wet glue adhesives

The information given is based upon our knowledge and experience at the time of printing and is given in good faith. It does not represent a guarantee or legal warranty for specific properties or for suitability for a specific use.

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