



OptiPrime™ Digital Matte

OptiPrime™ Digital Matte is a C1S label paper designed for high-end, pressure sensitive label applications requiring premium label appearance. The coatings on this woodfree grade are designed for digital label printing on the HP Indigo ws4050, ws4500 and ws6000 presses. OptiPrime Digital Matte can be used as a pressure sensitive laminate construction and as a stand-alone C1S label paper. OptiPrime™ Digital Matte features premium brightness and an enhanced blue-white shade, combined with high opacity and a matte finish. Reverse side coatings are compatible with pressure sensitive adhesives.

FEATURES AND BENEFITS

- Smooth, matte finish for premium print fidelity and image reproduction
- Exceptional ink adhesion properties
- High strength for fast die cutting, matrix stripping and runnability
- High brightness, high opacity and premium blue-white shade for optimal label appearance
- Special backside coatings that are compatible with pressure sensitive adhesives

Basis Weight	(lbs/3300 ft²)	55
	(lbs/3000 ft²)	50
	g/m²	81
Caliper	(mils)	3.4
	microns	86
Gloss	%, 75°	35
Opacity	%	91
Brightness	%	88
CD Tensile	(lbs/in)	18
	N/15mm	47
MD Tear	(grams)	45
	mN	441

MAIN APPLICATION

High-end pressure sensitive labels printed on the HP Indigo ws4050, ws4500 and ws6000 digital presses.

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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