



# Clearly smart!

A NEW GENERATION OF SMART ADHESIVES DELIVERING COMPLETELY CLEAR LABELS FOR A PREMIUM PRODUCT APPEARANCE





# Bostik adhesives make labels smarter

Bostik understands the role that adhesives can play in determining the final appearance of a product label. Over many years, we have taken the time to understand the needs of all customers including roll stock manufacturers, converters, printers and end users. As a result, we have developed a range of innovative technologies which can meet the most demanding requirements.

We develop smart adhesives – Adhesives that do more than simply stick things together.

In addition to our innovative products, our experienced customer service and technical support personnel support customers with planning and operations to ensure the highest quality results.

Bostik is the leader in Hot Melt Pressure Sensitive Adhesive (HMPSA) for the Label industry. We offer a variety of solutions closely matched with the most demanding industry requirements.

## CLEAR ON CLEAR LABEL ADHESIVES

**TLH 4197 E** is a patented adhesive solution formulated to deliver the highest quality finishes for clear labelling applications. Its high tack formulation bonds instantly to plastic and glass bottles and containers and stays put even in the most challenging handling and transport situations. Also available in a wash off version for recyclable bottles, this truly smart adhesive offers the highest quality appearance for finished packaging.

**TLH 4197 E** also delivers a number of benefits in the manufacturing and converting processes. It facilitates smooth and clean production operations with no bleeding while it has excellent die-cut properties.



# Benefits when you work with Bostik

In the development of TLH 4197 E, Bostik has consulted and worked closely with leading customers across the label value chain. As a result, the needs of all customers involved in the production, converting, printing and application of labels are addressed.

## ROLL STOCK MANUFACTURERS

- Advanced formulation developed specifically for clear label applications and a 'no label' look
- Patented formulation prevents curling when used with transparent films (BOPP, PET, PE)
- Excellent anchorage and bonding on a variety of film types
- No adhesive bleed or ooze
- No primers required
- No haloing

## CONVERTERS & PRINTERS

- Suitable for use with all kinds of transparent BOPP face materials
- Excellent die-cut properties, essential for converting during matrix stripping

## END USERS

- Ensures excellent initial removability/clean peel, up to 24 hours after application
- Suitable for application in diverse conditions
- Compatible with a variety of film types
- Resists haloing, whitening and yellowing
- High tack performance and low release value for automatic dispensing
- Available in wash off version for recyclable bottles



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