

TrueCut™ Adhesive Technology

Strong. Broad. Fast.

Improved general-purpose permanent adhesive offers excellent adhesion, lower cool temp tack and outstanding high-speed converting



TrueCut™ S2550 Adhesive: Purpose-Built for Paper Facestocks

A High Performance Solution for Thermal Transfer,
Direct Thermal and Prime Paper Labeling

Strong • Broad • Fast

Tested and proven with multiple products, S2550 performs in a broader low temperature window across a wide range of surfaces, including corrugated, glass and plastics such as HDPE and LDPE. In fact, TrueCut offers initial tack up to four times higher than the tested competition. With other general-purpose adhesives, lower initial tack at the time of application in temperatures below 40°F can cause labels to lift.

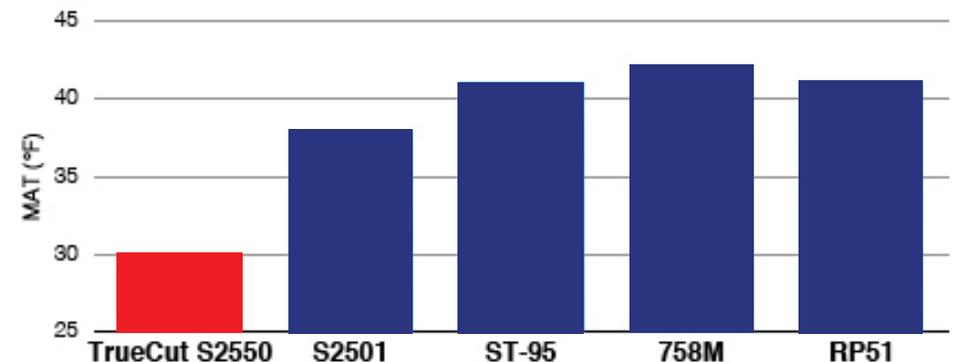
Application Versatility

Whether used in cold warehouses, freight depots, laboratories or on food delivery packaging lines, TrueCut offers uncompromising performance on a wealth of applications.

For Variable Information Labeling: TrueCut provides the strong, reliable adhesion needed for on-demand thermal or other VI paper labels. Direct Thermal and Thermal Transfer paper label applications have grown over the years, expanded usage occasions, and are now offered on our flagship general purpose products. These products are used in weigh scale, shipping, warehouse and logistics and many other uses. TrueCut is a big benefit in VI, especially during the winter months, where its enhanced reliability in initial tack, cooler temperature performance and great converting improve productivity for both converters and end users.

For Prime Paper Labeling: The prepared food home delivery market is expected to grow 10% this year to an impressive US\$1.22tn. Yet more and more companies – including grocery stores – are jumping into the mix. To showcase their products and stand out in the marketplace, brand owners are responding with brand labels on packaging. Now in Prime Paper, our TrueCut adhesive on a 54# semi-gloss, offers both converters and brand owners a mix of performance and differentiating quality.

At 30° F, TrueCut S2550 has a MAT >25% lower than the tested competition TrueCut adhesive technology Minimum Application Temperature performance compares favorably on HDPE to general-purpose adhesives from MACtac®(St-95), Green Bay Packaging (758M), and UPM Rafflatac (RP51).



Loop tack-versus-temperature was used to establish the metrics.

Engineered for Application Performance

Key Features of TrueCut S2550 Adhesive Technology

Strong

Improved initial tack and adhesion

- At both cool and room temperature on a range of substrates
- Initial tack up to four times higher than the tested competition when applied at 32 °F
- At room temperature, ultimate adhesion is more than 80% stronger than the tested competition

Broad

Better Cool Temp Adhesion

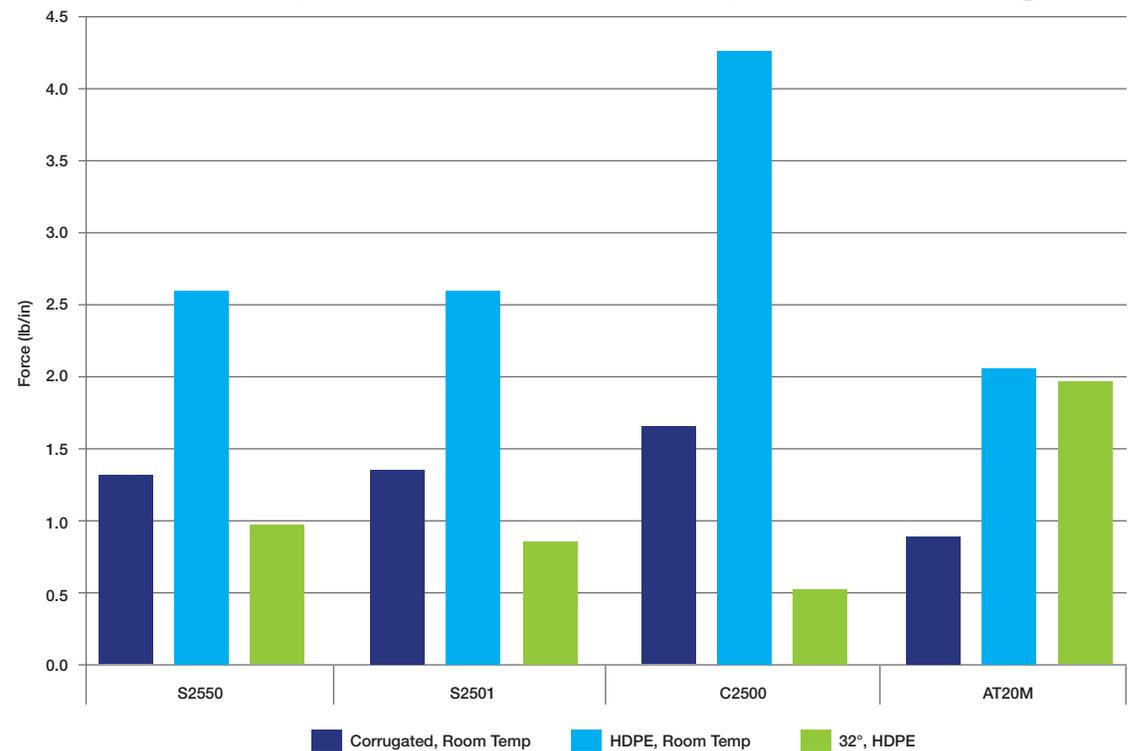
- Improved performance in cool, dry conditions
- Builds an ultimate adhesion up to seven times higher than the tested competition when applied at 32° F
- Minimum Application Temperature down to 30° F (HDPE)

Fast

Great Converting

- Allows converting at the same or better speeds as industry-recognized S2501 with the above benefits of better adhesion**

Prime Paper Adhesives Looptack Testing



Truecut adhesive shows great tack at high and low temperatures making it a great General Purpose adhesive for a wide range of products.

TrueCut S2550 Specifications

| Spec# | Product Description |
|-----------------------|---------------------------------|
| Direct Thermal | |
| 54061 | SF DT 300LD FSC®/S2550/40#SCK |
| 54036 | DT200GP FSC®/S2550/40#SCK |
| 54037 | DT200GP FSC®/S2550/40#SCK |
| 54221 | DT200HD FSC®/S2550/40# |
| 54220 | DT 200HD PLUS/S2550/40# |
| 54222 | DT 330HD FSC®/S2550/40#SCK |
| 54219 | DT 300 NIR/S2550/40# SCK |
| Prime Paper | |
| 54146 | 54# Semi-Gloss FSC®/S2550/40#CK |
| 54223 | 48# Semi-Gloss/S2550/34#CCK |

| Spec# | Product Description |
|-------------------------|---------------------------|
| Thermal Transfer | |
| 53870 | SF TTC FSC®/S2550/40#SCK |
| 53872 | SF TTC FSC®/S2550/40#SCK |
| 54091 | SF TT1C FSC®/S2550/40#SCK |
| 53873 | SF TT2C FSC®/S2550/40#SCK |
| B7597 | TTC FSC®/S2550/1.2M PET |
| B6225 | TT2/S2550/40# SCK |
| EDP | |
| 54157 | 50# DSX FSC®/S2550/40# |

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use.

*Tested competitive products include MACtac®(ST95), Green Bay Packaging (758M), and UPM Raflatac (RP51). Peel adhesion, loop tack, and loop tack versus-temperature were used to establish the metrics.

**Based on field tests and feedback from converters.

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