



# Micronax 243-00

## PRODUCT DESCRIPTION

**Micronax 243-00** represents a breakthrough in water based pressure sensitive technology. This ultra removable, permanently repositionable product offers good quick stick to a wide variety of substrates. Micronax 243-00 can be applied repeatedly without loss of its initial quick stick. Micronax 243-00 is primarily used in repositionable applications, i.e., notes, wall borders, protective masking, memo pads and other applications requiring multiple application and removal cycles. The development of performance properties is highly dependent on the amount of adhesive applied. A typical coating weight of 6-8 lbs/ream is suggested as a starting point. Micronax 243-00 is designed for direct coating via Mayer rod or gravure methods. **TRANSFER COATING IS NOT APPROPRIATE FOR THIS TECHNOLOGY. AGITATE AT MODERATE SPEED BEFORE USE.** Micronax 243-00 is FDA compliant under 21CFR 175.105, 21CFR 176.170 and 21CFR 176.180.

## PHYSICAL PROPERTIES

**Polymer Type:** Acrylic

**Protective System:** Alcohol and surfactant stabilized

**Viscosity (cps):** 100 - 600 (RVF, Spindle #2/50 RPM/77°F)

**Percent Solids:** 29.5 - 32.0

**pH:** 8.00 - 9.50

**Glass Transition Temperature (T<sub>g</sub>): (DSC):** -70.4 °C  
(DMA): -55.0 °C

**Freeze/Thaw Stability:** Unstable

**Weight Per Gallon:** 8.09

**Color:** White

**Shelf Life:** 4 months

## PERFORMANCE PROPERTIES

A 1/2 mil (14g/M<sup>2</sup>) dry film of Micronax 243-00, cast directly onto 1 mil thickness polyester film will exhibit the following average performance properties when tested on #304 stainless steel, which has a #3 surface finish.

Test	Typical Values	Specification Range
<b>180° Peel Adhesion<sup>1</sup> (gms)</b>	18	68.4gm (0.15lbs) maximum
<b>Loop Tack<sup>2</sup> (gms)</b>	90	226.8gm (0.50lbs) maximum

**FDA Compliance:** 21CFR 175.105  
21CFR 176.170  
21CFR 176.180

<sup>1</sup>Franklin International 03QC5002, 30 minute dwell.

<sup>2</sup>Franklin International 03QC5004, 1 square inch contact, 1 second dwell.

**Micronax 243-00****AVERAGE APPLICATION PROPERTIES**

TEST/SUBSTRATE	Facestock: Paper				Facestock: BOPP Film			
	LDPE	HDPE	Vinyl	Corrugate	LDPE	HDPE	Vinyl	Corrugate
180° peel (gm/lineal inch width) 30 minute dwell	22.2A	20.9A	69.9A	26.3A	37.2A	25.4A	61.3A	33.6A
90° peel (gm/lineal inch width) 30 minute dwell	19.2A	18.2A	61.6A	22.8A	95.3A	70.9A	145.3A	90.8A
Loop Tack (gms)	104.4	109.0	113.5	54.5	95.3	70.9	145.3	90.8

	Facestock: Paper	Facestock: BOPP Film	Facestock: Mylar
SAFT Testing (min/temp °C)	1/28 °C	1/28 °C	31/61 °C
Substrate: Stainless Steel		Coat weight: 0.5 mil (+/-0.1 mil)	

C = Cohesive    A = Adhesive    PT = Paper Tear    FP = Fiber pick

**ADDITIONAL INFORMATION****Yellowing (Colorimeter "b" value)**

UV Exposure (1 week) Mylar		Heat Exposure (1 week @ 140° F) Paper	
Before	After	Before	After
4.76	6.78	2.95	7.60

**IMPORTANT NOTICE TO CUSTOMER:**

The recommendations and data contained in this Product Data Sheet for use of this product are based on information Franklin believes to be reliable. They are offered in good faith without guarantee, as conditions and methods of use of our product by Customer are beyond Franklin's control. Customer must determine the suitability of the product for a particular application before adopting it on a commercial scale.

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