

MEDIA ALERT

Mactac to Showcase Next-Level Labels at Labelexpo 2024

Stick to success with new chrome shine, no-added bisphenols and rainbow holographic roll label options.

STOW, Ohio – August 28, 2024 – Mactac[®], a LINTEC[®] Company, will showcase its latest products and innovations at [Labelexpo Americas 2024](#) in [booth #143](#). With the powerful synergy of Mactac, Spinnaker[®], Label Supply, and LINTEC, the event promises to highlight Mactac's enhanced capabilities and commitment to the pressure-sensitive label industry.

"The integration of our brands has created a powerhouse of capabilities at Mactac," says Kim Hensley, Sr. Marketing Manager, Mactac North America. "This allows us to leverage diverse expertise and technologies to develop products that truly stand out in the market. In the near future, you can expect an even broader array of solutions that redefine not only durability, functionality and design, but also what value and reliability mean to our customers."

Your Brand, Shining Brighter

One of the key highlights is new and improved Vivid™ Chrome Film Labels. These polypropylene labels **offer enhanced printability**, making them suitable for flexographic, digital and thermal transfer printers. They also feature improved barrier resistance to moisture and oil migration to prevent staining. This high-end metallic appearance **differentiates brands without the additional costs** associated with foil stamping or metallic printing inks. The Vivid Chrome Film Labels are perfect for food and beverage labeling, health and beauty, home and auto care.

No Added Bisphenols, Future-Ready Labels

In response to proposed legislation banning bisphenols from consumer products, Mactac is leading the industry by introducing Simply DT, a new portfolio of Direct Thermal Products with no added bisphenols. The portfolio includes a **new logistics grade with excellent environmental resistance**, offering strong protection against heat and humidity, plasticizers and water, along with good scuff resistance. The portfolio also features the **MacScript 2 prescription grade**, intended for prescription labels, which provides good durability and prevents image fading under normal conditions.

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About Mactac: Mactac is a leading supplier of pressure-sensitive adhesives. Founded on personal service, technical support, quality assurance, custom capabilities and supply efficiency, Mactac is dedicated to providing superior quality to its customers. For more information, please visit www.mactac.com.



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Additionally, a non-top coated grade is available for short-term applications with little exposure to environmental conditions.

Stand Out in Color

Mactac's Spinnaker brand is also introducing a new Rainbow Holographic Polypropylene as part of its Precise program. This 2-mil product features a **seamless rainbow pattern designed to distinguish brands** with a distinct decorative appeal. The minimum purchase requirement for this item is one slit roll, 3-inch width or larger by 5,000 feet, making it accessible for various applications.

Endurance Meets Excellence

Another exciting debut is Matte White Inkjet Polypropylene stock from Mactac's Spinnaker brand. It **meets stringent BS5609 standards** for high-quality performance in applications requiring durability, weather resistance and chemical resistance. This makes it a perfect choice for industries like chemical manufacturing, shipping and logistics, pharmaceuticals and anywhere labels must endure rough handling, harsh environments or even prolonged exposure to seawater.

Introducing Ask S.A.M.™

Labelexpo attendees can also harness the combined expertise of Spinnaker and Mactac to **address their most challenging technical questions**. Highly skilled teams are ready to provide comprehensive support tailored to your operations. From advanced adhesive formulations to customized development to special guidance, Ask S.A.M. can **drive your specialty project forward**.

"Our constant goal is to make sure our customers have the best tools to drive their business," Hensley adds. "At Mactac, we're always evolving to offer new products and services to do just that."

For more information on the high-quality materials available from Mactac Performance Adhesives Group or to set up a meeting with Mactac at Labelexpo Americas 2024, call 800-255-9733, email mactac.americas@mactac.com, or visit www.mactac.com/rolllabel.

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About Mactac

Founded over 65 years ago, Mactac is a trusted leader in pressure-sensitive adhesives, known for its robust adhesive technologies and flexible asset footprint. Through its acquisitions of Duramark (Ritrama U.S.), Spinnaker, and Label Supply, Mactac has expanded the breadth and depth of its technical expertise, innovation, and service capabilities to partner with customers. For more information, please visit www.mactac.com.

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