



CraftPoint™

Distinctive and Durable Premium Craft Beverage Labels

CraftPoint™ wet strength label papers for glue applied and pressure sensitive applications offer craft beverage brewers, vintners and distillers a distinctive and attractive label paper option for exceptional premium beverages. Simply pick the look you desire for just the right label effect. For a wet look, choose our high-gloss CraftPoint™ Reflections or Gloss finishes. For a pleasing, tactile experience, choose our CraftPoint™ Matte or Canvas surface. All grades feature high wet strength and high wet opacity for label durability and optimal label appearance in wet environments, and the reverse side treatment is optimized for wet glue applications, as well as pressure-sensitive laminations.

FEATURES AND BENEFITS

- High-gloss Reflections, Gloss, Matte and Canvas finishes provide a unique look and feel that stands out
- Excellent printing characteristics
- High dry and wet opacity for optimal label appearance when wet
- Full wet strength for label durability
- Reverse side treatments engineered for wet glue adhesives and pressure-sensitive lamination

		CraftPoint Reflections	CraftPoint Gloss	CraftPoint Matte			CraftPoint Canvas		
Basis Weight	lbs/3000 ft ²	55	55	46.5	55	64	46.5	55	64
	lbs/3300 ft ²	60	60	51	60	70	51	60	70
	g/m ²	90	90	76	90	104	76	90	104
Caliper	Mils	3.2	3.2	3.1	3.8	4.4	3.1	3.8	4.4
	microns	81	81	79	97	112	79	97	112
Smoothness	10S, PPS	0.6	0.8	1.1	1.1	1.1	6.5	6.5	6.5
Gloss	%, 75°	85	70	22	22	22	7	7	7
Brightness	%	90	87	88.5	90	90	88.5	90	90
Opacity	%	89	90	89	92	94	89	92	94
Wet Opacity**	%	81	86	81	88	89	81	88	89
MD Tensile	lbs/in	30	28	27	27	31	27	27	31
	N/15mm*	79	74	71	71	82	71	71	82
MD Tensile Wet	lbs/in	5.5	4.5	4.2	7.0	7.5	4.2	7.0	7.5
	N/15mm*	14.5	12	11	18	20	11	18	20
Cobb	g/m ² , 60 sec	25	25	25	25	25	25	25	25

*Calculated result

**North America method

MAIN APPLICATIONS

Designed for premium beer, wine and spirits body and neck labels

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.

Pixelle Specialty Solutions LLC 228 South Main Street, Spring Grove, PA 17362

t: 800.458.6323 www.pixelle.com Rev. 2/27/20