

## ECOPOINT™

EcoPoint™ is designed specifically for water bottle labels. Features include a high fidelity print surface for good artwork reproduction and durability for bottled water applications. Good brightness and gloss level, along with label opacity, make EcoPoint™ a good choice for water bottle labels.

### FEATURES & BENEFITS

- ☑ Print side smoothness and gloss for good printed appearance
- ☑ Coatings suitable for flexo, offset and rotogravure printing
- ☑ Wet strength level designed specifically for water bottle label durability
- ☑ Suitable for high-speed labeling processes
- ☑ Reverse side coatings engineered for hot-melt adhesive

BASIS WEIGHT	LBS/3000 FT <sup>2</sup>	40	43	46	49
BASIS WEIGHT	LBS/3300 FT <sup>2</sup>	44	47	51	54
BASIS WEIGHT	G/M <sup>2</sup>	65	70	75	80
CALIPER	MILS	2.4	2.5	2.7	2.9
CALIPER	MICRONS	58	64	69	74
GLOSS 75°	%	65	65	65	65
BRIGHTNESS	%	87	87	87	87
SMOOTHNESS	10S, PPS	0.70	0.70	0.70	0.70
OPACITY	%	82	83	84	85
TENSILE MD	LB <sub>F</sub> /IN	24	25	27	30
TENSILE MD	N/15MM	63	66	71	79
TENSILE MD, WET	LB <sub>F</sub> /IN	4.0	4.3	4.5	5.0

PXL-36010-080322

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.

**Contact your Pixelle Sales Representative or call us at Pixelle.**

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★★★★★  
MADE IN THE USA

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BASIS WEIGHT	LBS/3300 FT <sup>2</sup>	44	47	51	54
BASIS WEIGHT	G/M <sup>2</sup>	65	70	75	80
WATER COBB, 1-MINUTE	G/M <sup>2</sup>	25	25	25	25
TENSILE MD, WET	N/15MM	10	11	12	13

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