

MELTOBOND  
LP1000

# Labelling MELTOBOND

- Reliability and stability over time
- Extreme versatility
- No-label look: colour from transparent to amber
- Washable PET solutions



# The **technical adhesive** that enhances the design and supports the **customer experience**



## MELTOBOND LP1000

Now, more than ever, the label of a product is essential: it must represent the brand, draw the customer's attention, tell a story and provide information to the customer choose. In particular, the **first purchase**, since it cannot be based on the organoleptic experience of the product, is largely based on the impression that the consumer has at first glance. In the case of water, the **importance of visual impact** has grown on average by 38%\* in the last ten years.

For the mineral water sector, with thousands of brands available on the international market, communication is the key factor in sustaining brand value and increasing consumer loyalty.

Therefore, the design effort is maximum and does not stop with the label graphics, but considers the material it is made with (paper, PP plastic (also shrinkable, laminated) and the type of surface on which it will be applied (glass, PET/PE/PP plastic, metal).

In such a scenario, underestimating the importance of the adhesive means penalising the **customer experience** not only in front of the shelf, but also after the purchase.

The ideal glue will firmly fix the label but flexibly and elastically, protecting it from accidental detachment, stains, creases and bubbles in **whatever condition** it is stored and then used: refrigerator, damp environments or with sudden temperature changes.

The **HOLASO MELTOBOND** adhesives intended for labelling have been specifically formulated to meet this challenge and provide the best support for constantly impeccable labels even on the **most difficult substrates**, ensure maximum **thermal stability** and minimise system maintenance thanks to the **absence of carbonisation**. ▶



The **technical adhesive** that enhances the design and supports the **customer experience**



### Versatility, speed and resistance

The MELTOBOND LP1000 range technical adhesives are designed to be successfully used on PET bottles, even cold and humid, glass or metal surfaces, containers with carbonated and non-carbonated drinks. Their cohesive properties give high resistance and excellent flexibility thanks to a **high initial tack**, which ensures the best performance when PP labels are used in reels, and a **highly stable viscosity**, which ensures flow uniformity and transfer even at **high speeds** on critical applications such as wraparound labels for yoghurt and mineral water and shrinkable labels.

### No-label look and sustainability

The range offers ad hoc solutions to comply with the latest packaging trends, such as the **“no-label” look**, where the transparent polypropylene label simulates the effect of direct printing, highlighting only the textual and graphical elements with significantly lower costs.

Furthermore, our commitment to **sustainability** has inspired the development of solutions for ecological, detachable and recyclable labels that promote the reuse of products, both of PET containers in the food, beverage, household and personal care products, and glass containers.

The **MELTOBOND LP1000** adhesive offers reliable adhesion performance and excellent resistance to humidity, while being easily removable with normal industrial cleaning processes.

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**Whatever the characteristics of your packaging process, HOLASO adhesives offer a **technical solution**, which is **tested** and if necessary, **tailor-made** for every production requirement.**



## Switching from other adhesives to HOLASO MELTOBOND LP1000

The transition from hot melt adhesives to HOLASO technical adhesives is quick and easy. Our R&D Centre and technical support have the necessary tools and experience to ensure a smooth and effective replacement. Below is a list of the main criticalities regarding the hot melt adhesives used in labelling and the suggestions for solving them: we are at your disposal for further information.

### THE COLOUR OF THE ADHESIVE APPLIED TENDS TO YELLOW

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It is possible that the adhesive is charred in the tank

#### What to do

- ✓ Adjust the application temperature
- ✓ Choose a transparent adhesive

### THE LABEL RISES FROM THE EDGES

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It is possible that little glue is being applied or that the tack is insufficient

It is possible that the brushes or roller are not working properly

It is possible that the label material is wrong

#### What to do

- ✓ Adjust the adhesive temperature and application
- ✓ Clean or adjust the brushes and rollers
- ✓ Check the chemical nature and physical characteristics of the label

### THE LABEL FALLS

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It is possible that little adhesive is being used or that the adhesive is wrong

It is possible that the bottle is too cold or too hot

It is possible that the label (PET/PP) is not treated properly or that the paper has poor absorbency

#### What to do

- ✓ Adjust the application temperature
- ✓ Adjust the bottle temperature or change the adhesive
- ✓ Check the label compatibility

# MELTOBOND LABELLING



Multipurpose, maximum versatility

## MELTOBOD LP1000

CHEMICAL-PHYSICAL CHARACTERISTICS	<b>Base</b>	Hotmelt PSA
	<b>Colour</b>	Opaque Amber
	<b>Appearance</b>	Pillow
	<b>Brookfield Viscosity 170°C</b>	350mPa.s
	<b>R&amp;B (°C)</b>	68
	<b>Tack</b>	Strong
	LABELS	<b>Paper label</b>
<b>Roll feed PP labels</b>		+++


The listed products only represent a selection of our catalogue of products available. Our R&D centre and sales representatives are available to provide advice and support to find the best adhesive for every specific requirement.

# MELTOBOND LABELLING



		Multipurpose, maximum versatility
		MELTOBOD LP1000
CONTAINERS	Plastic (PET, PVC, PE, PP...)	++++
	Glass	+++
	Tinplate	+++
	Carbonated PET bottles	++++

Choose your technical adhesive now. Contact us on

 **+98 21 222 53619**  
**+98 21 2292 0639**

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# TECHNICAL TESTED TAILOR-MADE

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di Sviluppo Regionale

