

# Rapid-Roll® MC Coated Papers

High quality promotional leaflets and booklets

Visually appealing promotional or point-of-sale information leaflets and booklets demand papers that print well and that fold without cracking.

MC Coated Papers in the Avery Dennison® Rapid-Roll® portfolio offer a smooth surface tailored to reproduce faithfully the most sophisticated printed images.

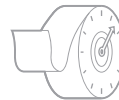
Facestocks are also coated and printable on both sides, using a coating that is flexible enough to stay looking good when folded.

## KEY FEATURES

- > High definition printing
- > Optimum opacity to eliminate see-through
- > Smooth, even surface
- > Available with FSC® certification
- > Food contact approved materials available

## RECOMMENDED USES

- > Promotional leaflets, flyers, inserts
- > Folded instruction/information booklets
- > Wet glue bottle labelling
- > Promotional coupons
- > Wrap-around decorative labels or wraps



### PRODUCT CHARACTERISTICS

Materials are available for one-sided (1S) and two-sided (2S) printing. A range of surface properties is available: matt, gloss, coated, uncoated and structured. Furthermore, calipers from 80-350 g/m<sup>2</sup> are available.

Avery Dennison Rapid-Roll® MC Elite Paper 2S is a two-sided, coated woodfree paper with high gloss and excellent smoothness. Its smoothness means that printed dots remain closer to the paper surface, for outstanding high definition printing results. Offset Paper is a high brightness, uncoated wood-free paper.

### PRINT RECOMMENDATIONS

Print results vary with the product. For example, Offset Paper has an open and textured surface, so best results are obtained with printing techniques that offer maximum conformability with the printing plate such as flexo, offset or screen printing. Digital printing is possible but should be tested. Offset Paper can be laser printed.

Code	Description	Basis weight g/m <sup>2</sup>	Caliper	Service
AV443	MC PRIMECOAT 1S-120 NG	120g	99µ	FTO
AZ812	MC PRIMECOAT 1S-60 FSC	60g	55µ	FTO
AQ034	MC PRIMECOAT 1S-70 FSC	70g	65µ	FTO
AU050	MC PRIMECOAT 1S-80	80g	69µ	FTO
AX668	MC PRIMECOAT 1S-90 FSC	90g	76µ	FTO
AO387	MC SILK 2S-170	170g	153µ	FTO
AT780	DIG UV INKJET MC80 FSC	81g	76µ	FTO
BC356	MC ELITE 2S-135 FSC	135g	109µ	EXT
BC355	MC ELITE 2S-150 FSC	150g	120µ	EXT
BC367	MC ELITE 2S-200 FSC	200g	150µ	EXT
BC368	MC ELITE 2S-300 FSC	300g	250µ	FTO
AG232	MC ELITE 2S-90	90g	69µ	FTO
BC354	MC ELITE EXTRA 2S-90 FSC	90g	72µ	FTO
BD829	OFFSET PAPER120 FSC	120g	150µ	FTO
BD828	OFFSET PAPER150 FSC	150g	188µ	FTO
BD827	OFFSET PAPER90 FSC	90g	112µ	FTO

### SERVICE

All materials are available in minimum order quantities starting from 1000m<sup>2</sup>, shipped within 2 business days of placing an order.

If you have any questions, please contact your sales representative or send an email to [rapidroll@averydennison.com](mailto:rapidroll@averydennison.com)

Visit our website to find out more about the Rapid-Roll® portfolio. [label.averydennison.eu/rapidroll](http://label.averydennison.eu/rapidroll)



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