

# mV Plus for a wide range of applications



## Product Overview

### General Properties

An excellent choice for cartons, greetings cards, and labels (both sheet fed and self-adhesive) as well as most commercial print applications, mV Plus is so versatile it is the 'go to' grade for a whole variety of applications.

- mV Plus offers excellent versatility across a range of materials including coated and uncoated papers and boards and a variety of inks, coatings and varnishes.
- mV Plus offers an easy release for high speed conversion across the range of platen, cylinder and rotary machines.
- mV Plus retains much of the excellent fine detail characteristics of standard mV and also offers improved coverage of larger image areas.

### Main Applications

- Coated and uncoated papers and boards e.g. for labels, greetings cards and cartons
- Coated and uncoated paper label stocks, as well as some filmic materials
- Most types of inks, varnishes and coatings e.g. conventional, water-based and some UV
- Also suitable for some bookbinding and semi-rigid plastic substrates

### Key Features

- m:** Easy release characteristics, good rub resistance in graphics applications
- V:** Versatile adhesive properties making mV Plus an excellent general purpose foil, good resistance to wines and spirits
- Plus:** Foiling characteristics ranging from clean, fine detail to larger area coverage

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