TECHNICAL DATA SHEET

White Magic *HM-666*

White Magic

EXPORT EDITION · ISSUE DATE: 25 NOVEMBER 2026

SIS-based hot-melt pressure-sensitive adhesive for labels and tapes.

PRODUCT SPECIFICATIONS

PROPERTY	SPECIFICATION
Appearance	Amber colour bricks
Softening point	95°C (Ring & Ball)
SAFT	78°C (PSTC 17)
Static shear	more than 72 h (PSTC 7)
Processing temperature	150 – 170°C
Viscosity (approx.)	14,500 mPa·s at 150°C 7,200 mPa·s at 160°C 5,300 mPa·s at 170°C

METHOD OF APPLICATION

Slot die or roller coating.

RAW MATERIALS

Formulated from raw materials listed under FDA 21 CFR 175.105.

HANDLING

Protective gloves and goggles are mandatory when handling molten product.

SHELF LIFE AND STORAGE

12 months in the original sealed packing at 5°C to 35°C.

EXPORT PACKING

On request.

SAFETY

See the safety data sheet for classification, labelling and handling. Safety data sheets are supplied with every sample and shipment.

REGULATORY STATUS

Regulatory information for your country is available on request from info@focuspolymers.com.

MANUFACTURER

Focus Polymers & Emulsion Ltd. Plant: Plot 12, Shiv Ganga Industrial Estate, Bhagwanpur, Roorkee 247661, Uttarakhand, India. ISO 9001:2015. Manufacturing since 2010.

The data, information and suggestion contained in this literature are given purely as a recommended guide based on our study and experience. It is recommended that customers verify the suitability of the product for their intended application to their satisfaction. This supersedes all previous technical literatures on this product by Focus Polymers & Emulsion Limited.