TECHNICAL DATA SHEET

White Magic *WO-1918*

White Magic

EXPORT EDITION · ISSUE DATE: 25 NOVEMBER 2026

Water-based pressure-sensitive adhesive emulsion for wash-off labels on returnable glass bottles and jars.

PRODUCT SPECIFICATIONS

PROPERTY	SPECIFICATION	TEST CONDITION
Appearance	Milky white emulsion	—
Solids content	54 ± 2 %	105°C, 3 hrs
Viscosity	25 – 45 poise	RVT, spindle 4, 20 rpm, 30°C

WASH-OFF CONDITIONS

2 % caustic soda solution at 75 – 80°C for 2 – 3 minutes.

METHOD OF APPLICATION

Reverse roll, Meyer bar, screen or knife coating. Use as received or diluted.

SHELF LIFE AND STORAGE

Four months in the original sealed container at 5°C to 35°C. Protect from frost; the product must not freeze.

EXPORT PACKING

200 kg HDPE drums.

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.