



Cast Coated Label Papers

Mitsubishi HiTec Paper

Passion for First Class HiTec Papers

As a leading international supplier of direct thermal, inkjet, carbonless, label and barrier papers, we produce first class coated speciality papers for many applications and printing technologies. Our HiTec papers combine decades of know-how with state-of-the-art coating technology and professional converting equipment.

The responsible handling of resources is particularly important to us. We manufacture in the framework of an integrated management system (DIN EN ISO 9001, 14001 and 50001 as well as DIN ISO 45001 and DIN EN 15593). Our locations in Bielefeld and Flensburg are FSC® and PEFC™ certified.

We are a flexible medium-sized enterprise within the international Mitsubishi Group. Consistent research and development is the foundation for great innovation. We develop individual, customized solutions for our customers. We offer the best global sales network and technical service to our customers all over the world.

- > Huge experience and competence in paper making
- > State-of-the-art coating technologies and formulations
- > German-Japanese research & development
- > Wide range of products
- > Excellent technical service
- > Worldwide sales network
- > High innovative power
- > Made in Germany



» Quality paper is the foundation.
Incomparable added value is created
by excellent coating. This is our
passion: First class HiTec Paper. «




Dazzling.

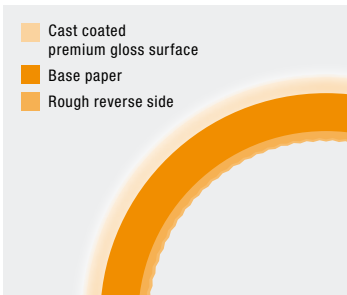
The first impression counts

Premium products need to really shine because the first impression is decisive in purchasing decisions at the point of sale. Sophisticated high class label design calls for outstanding paper, to turn creative ideas into remarkable POS labels reflecting the brand image. Before the product reaches the shelves, its transport and storage place great demands on the label paper. Differences in temperature and moisture affect the label and put the material to the test. The premium look has to be retained until the very end.

Cast coated label papers from Mitsubishi HiTec Paper give your products that premium appearance. Always. First-class and dazzling.

Premium gloss surface

-  Cast coated premium gloss surface
-  Base paper
-  Rough reverse side



Premium gloss surface on special label paper with rough reverse side for best glue absorption.



Reliable.

Cast coated label papers

The processing and high level of finishing of top-class labels and wrappers place very high demands on the material. First-class printability, very good embossing properties and fast ink setting are the requirements that have to be satisfied by an excellent label paper. Reliable processing on labelling equipment is a matter of course. Even at high speeds.

Our high gloss, cast coated label papers perform. Safe, excellent and reliable.

AT A GLANCE:

- > High-gloss, smooth surface
- > Very good finishing properties:
 - Embossing
 - Bronzing
 - Metallising
 - Laminating
 - Varnishing
 - Die-cutting
 - Hot and cold foil embossing
- > Outstanding wet-gloss retention
- > Very good wet strength
- > Fast ink setting
- > Rough reverse side
- > Universal printability with traditional printing methods as well as digital printing (e.g. HP Indigo systems with ILP)
- > Excellent runability/labelling
- > ISEGA-certified

GOOD TO KNOW

All supercote papers are available FSC® Mix or PEFC™ certified.



Grade overview

Grade	Sub-stance	CIE Whiteness	Gloss (20°)	Relative humidity	Tensile strength MD dry wet	Opacity dry wet	Wet strength	Printability
supercote 80	80 gsm	> 87	≥ 40 %	45 %	≥ 48 N -	≥ 86 % -	-	Offset, flexo, screen, gravure printing, HP Indigo*
supercote 90	90 gsm	> 86	≥ 40 %	45 %	≥ 65 N -	≥ 91 % -	-	Offset, flexo, screen, gravure printing, HP Indigo*
supercote 100	100 gsm	> 87	≥ 40 %	45 %	≥ 65 N -	≥ 91 % -	-	Offset, flexo, screen, gravure printing, HP Indigo*
supercote 80 WS	80 gsm	> 89	≥ 40 %	45 %	≥ 48 N ≥ 10 N	≥ 89 % ≥ 78 %	✓	Offset, flexo, screen, gravure printing, HP Indigo*
supercote 90 WS	90 gsm	> 89	≥ 40 %	45 %	≥ 58 N ≥ 10 N	≥ 93 % ≥ 81 %	✓	Offset, flexo, screen, gravure printing, HP Indigo*

* Suitable for use in HP Indigo printing systems with ILP (inline primer unit)

For detailed information on measurement methods see our technical data sheets.

In addition to our standard range, we can offer supercote papers up to 200 g/m² on customer request and for special applications. Please contact us!

Product properties | Applications

Product properties	supercote 80 90 100	supercote 80 WS 90 WS	Comments
Premium gloss	✓	✓	Premium gloss thanks to cast coating. The mirror-smooth, homogeneous surface stages your product perfectly at the Point of Sale.
Bright white	✓	✓	The high whiteness supports brilliant colour print. The warm tone whiteness enhances elegant designs.
High wet opacity	-	✓	As a wet label, supercote 80 WS retains an excellent opacity so that it does not become translucent.
Excellent wet gloss retention	✓	✓	Supercote retains its gloss when moist.
Very good embossing properties	✓	✓	Unlimited finishing options to provide for unique label design at the point of sale. Whether relief embossing or blind embossing – supercote offers excellent embossing properties.
Very fast ink setting	✓	✓	The smooth and high-gloss surface permits the finest of halftones, the best ink brilliance and outstanding print gloss. The cast coating is matched to the printing process, quick setting, little powder necessary, no setting off.
Rough reverse side	✓	✓	The rough reverse side allows an easy separation of the printed sheets from the pallets as well as from the labelling magazines. This guarantees high printing and labelling speeds.
Excellent runability	✓	✓	Excellent runability and labelling properties are guaranteed.
Stiffness/Bulk	✓	✓	Thickness and bulk offer good stiffness, particularly important during die-cutting and labelling.
Wet strength	-	✓	Wet strength guarantees a problem-free filling and labelling process. The high wet strength prevents damage to the label during filling.
Alkali resistance	-	✓	Alkali resistance is an important criterion for returnable glass or PET containers. The label remains in one piece, even after removal during washing, and can be disposed of correctly.
Self-adhesive labels	✓	✓	Can be used to produce wet-glue labels or as face material for pressure sensitive constructions.
Recommended printing technologies	✓	✓	Universal printability by traditional printing methods and digital printing (e.g. HP Indigo systems with ILP). In conjunction with high-gloss inks, the cast coating can replace additional varnishing.
Finishing Technologies	✓	✓	Hot or cold foil embossing, relief or blind embossing, lamination and varnishing, specialty varnishing, bronzing, metallising
Further processing	✓	✓	Folding, creasing, die-cutting, grooving
Ecological properties	✓	✓	Biodegradable, pure paper product, ECF (elemental chlorine free cellulose), FSC® Mix, PEFC™, ISEGA

Applications	supercote 80 90 100	supercote 80 WS 90 WS	Comments
 Labelling	✓	✓	Wet-glue labels for non-returnable and returnable bottles, high-quality foods, all-round labels, labels for food and non-food, premium labels for wine, spirits, champagne, cosmetics industry
 Packaging	✓	✓	Wrappers and composite cans, shoulder boxes, sleeves for the tobacco industry, sweets, foods, household products
 Laminates	✓	✓	Adhesive labels in various sectors of industry such as food, cosmetics or beverages

As a responsible manufacturer, we strive to produce and process our products in the most environmentally friendly way and to the highest standards of quality. We take our social responsibility seriously and are active in various environmental associations and organizations. Complying with and conforming to rules and regulations goes without saying. Social commitment is an important part of our corporate culture.

Certifications:

- > FSC® Chain-of-Custody
- > PEFC™ Chain-of-Custody
- > DIN EN ISO 9001:2015
- > DIN EN ISO 14001:2015
- > DIN EN ISO 50001:2011
- > DIN ISO 45001:2018
- > INREKA DIN EN 15593:2008



Memberships:

- > B.A.U.M.
- > ChePap Rhein-Ruhr
- > Klimapakt Flensburg
- > Ökoprofit® Klub OWL
- > Two Sides
- > Wirtschaft pro Klima



supercote

Mitsubishi HiTec Paper Europe GmbH
Niedernholz 23 | 33699 Bielefeld | Germany
Sales | Tel: +49 521 2091-535 | sales.mpe@mitsubishi-paper.com

www.mitsubishi-paper.com