



## NOVACRYL™ PS-R 30

Ultra-removable pressure sensitive adhesive for specialty film applications

**NovaCryl PS-R 30** water-based acrylic polymer adhesive is designed for removable labels (shelf markings, decals and window clings) and protective films for glass, automotive, electronic and display applications. **NovaCryl PS-R 30** can be used alone or formulated for a specific application or coating line configuration and is compatible with many wetting agents, defoamers and rheology modifiers.

### TYPICAL PROPERTIES

#### PHYSICAL PROPERTIES

Type	Acrylic emulsion
Solids	54–57%
pH	7.0-8.5
Brookfield Viscosity	<700 cps (LVT #3 spindle at 30 rpm, 25°C)
Surface Tension	43 dyn/cm
Glass Transition Temperature	-29°C
Average Particle Size	Large

#### CHEMICAL/MECHANICAL PROPERTIES

Mechanical Stability	Excellent
Multivalent Ion Stability	Anionic

#### NOVACRYL PS-R 30 ADVANTAGE

- Single component ultra-removable PSA
- Excellent cling and electro-wetting characteristics
- Clean removability (no ghosting)
- Stable low peel on both low and high surface energy substrates
- UV stable and good clarity
- Free of Alkyl Phenol Ethoxylate (APE) type surfactants
- Complies with FDA 21 CFR 175.105

### ADHESION PERFORMANCE

Adhesion Test	Type	Failure Mode	Typical Adhesion Performance*		
			(oz/in)	(lbs/in)	(N/25 mm)
180° peel on Stainless Steel (SS)	30 min.	A	3.0	0.2	0.9
	24 hr.	A	6.0	0.4	1.7
180° peel on HDPE	30 min.	A	0.5	0.03	0.1
	24 hr.	A	0.5	0.03	0.13
Loop Tack on SS	1" x 1"	A	11.0	0.7	3.0
Loop Tack on HDPE	1" x 1"	A	9.0	0.6	2.5
Shear (30 min. dwell)	1/2" x 1/2" x 500 g	C	>100 hrs	>100 hrs	>100 hrs

Failure Mode: A = Adhesive, C = Cohesive

\* All adhesion properties were evaluated on direct-coated 2 mil polyester facestock at 0.9 mil dry coat weight. PSTC 101 for peel adhesion, PSTC 16 for loop tack and PSTC 107 for shear testing.

### REMOVABILITY PERFORMANCE

**NovaCryl PS-R 30** PSA maintains its peel adhesion over a long period of time with minimal adhesion buildup and clean removability. Peel adhesion performance after room temperature aging on various substrates is presented below.

ADHESION TEST	Dwell Time/180° Peel (lbs/in)		
	30 min.	24 hr.	1 week
SS	0.16	0.38	0.37
HDPE	0.03	0.03	0.04
Glass	0.16	0.26	0.31
Acrylic	0.24	0.24	0.28
Polycarbonate	0.22	0.28	0.31

Continued on reverse



## NOVACRYL™ PS-R 30

### FDA STATUS

Complies with 21 CFR 175.105 (Substances for use only as components of adhesives).

### APPLICATIONS

**NovaCryl PS-R 30** is designed for ultra-removable labels (shelf markings, decals and window clings) and protective films for glass, automotive, electronic and display applications. **NovaCryl PS-R 30** has excellent cling and electro-wetting characteristics.

### FORMULATION AND COMPATIBILITY

**NovaCryl PS-R 30** adhesive can be used alone or formulated for a specific application or coating line configuration and is compatible with many wetting agents, defoamers and rheology modifiers. **NovaCryl PS-R 30** is compatible with other **NovaCryl** PSAs such as **NovaCryl PS-P 180**, **NovaCryl PS-P 170** and **NovaCryl PS-P 130**. Blending other PSAs with **NovaCryl PS-R 30** will create a wide range of peel adhesion values on a variety of substrates. Preliminary trials should be conducted to determine the effective range of each component. Coater-ready grades of **NovaCryl PS-R 30** are available upon request.

### COATER READY PRODUCTS

**NovaCryl PS-R 31** – Wetting aid added.

**NovaCryl PS-R 32** – Wetting aid, defoamer added.

**NovaCryl PS-R 33** – Wetting aid, defoamer added, adjust viscosity/solids.

### STORAGE, HANDLING AND PACKAGING

This product is available in a tank truck, 2200 lb. tote, 480 lb. fiber drum or 460 lb. plastic drum.

Protect emulsion from freezing. Recommended storage temperature is 70°F (22°C). When stored as recommended, the shelf stability of the product is twelve months. Stir and mix well before using.

As with all chemicals, please read the material safety data sheet (MSDS) prior to use. An MSDS for each OMNOVA product is provided with the shipment and periodically thereafter. An MSDS may also be obtained at any time by contacting your Customer Service Representative or by calling (888)253-5454.

To learn more about this product, or any other of OMNOVA Solutions' specialty chemicals, please contact us at:

Phone: (803)385-5181 • Email: [pccustserv@omnova.com](mailto:pccustserv@omnova.com)



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NOTE: Although the data supplied above is believed to be accurate, each user is advised to make an independent determination as to whether the described product(s) is/are appropriate for a particular use or application, whether such use will comply with all applicable laws or regulations, or whether such use will infringe the intellectual property rights of third parties.