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For Immediate Release

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GLUEFAST INTRODUCES GF 779EZ ADHESIVE Easy Clean Water Based PSA Adhesive for Labeling

The Gluefast Company is introducing a new and unique water based labeling adhesive that can be used to label untreated polyethylene or polypropylene while still being an easy clean adhesive. It remains tacky when dry and is considered a pressure sensitive adhesive (PSA). It can also be used to label other surfaces including glass, cartons, pvc, PET & polystyrene.

Most water based pressure sensitive adhesives offer good water resistance and are very tough to clean. GF 779EZ cleans easily with water. Labels applied onto glass are easily removable by soaking in water, making this a great choice for wine bottlers.

When the glue dries on the back of the label, the bond provided by GF 779EZ remains pressure sensitive. This means that for most applications the label can be removed from the container except when labeling cartons or paper products. If gluing paper to coated stock the bond may also be removable.

The Gluefast Company has manufactured gluing equipment and adhesives for the packaging, converting, and graphics industries for more nearly 75 years! Gluefast can be found on the web at www.gluefast.com.

For further information please contact Lester Mallet by phone or e-mail: lmallet@gluefast.com. We would be happy to provide you with the above photo for your needs.

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