



HANG TAGS

ENDURO PREMIUM 280 MATT

matt 6958, 280 g/m²

Tear-resistant paper. Ideal for tear-resistant hang tags, durable menus, documents and graphic applications in challenging full-colour printing.

ENDURO Premium 280 matt is a tear-resistant composite material consisting of a 40 µm PP film core and white, matt-coated paper surfaces. The three-layer product structure is durable, resistant to edge tearing and water impermeable. It can be cut, punched, perforated, drilled, embossed, scored, folded, glued and bound without issue.

The matt-coated paper surfaces offer optimized feed properties and outstanding printing results and can be printed with all common standard inks and varnishes in offset and flexo printing. Suitable for thermal transfer printing, laser printing and printing on HP Indigo sheet-fed printing systems. With excellent colour rendering, high print contrast and good barcode readability, as well as perfect drying and ink/toner adhesion.

Thanks to the multi-layer product structure ENDURO offers an affordable, eco-friendly and sustainable alternative to fully synthetic media. It is PVC-free and FSC®-certified.

Advantages

- Tear-resistant
- High fold strength
- Water impermeable
- Excellent printability
- Paper surfaces certified for HP Indigo



General tips

For quality reasons ENDURO should be stored originally packed. Storage & converting conditions of 20±5°C and 50±10% rel. humidity are recommended.

Waste disposal

ENDURO Premium 280 matt has been awarded a certificate by the Cyclos-HTP Institute. According to this certificate, the majority of the paper fibres (60% of the total composite) can be recovered in the paper recycling process. The film is separated and can be used for thermal energy recovery. When sorted using near-infrared sensors (NIR), however, this product is not identified as paper.

Therefore, it should be targeted for paper recycling as commercial waste. It is classified as "Mixed waste paper, grade 5.01" according to EN 643.

Smaller quantities can be disposed of together with household waste.

As conversion (i.e. printing) may significantly change the characteristics of a product, these recycling recommendations may only apply to ENDURO material before processing.

Technologies



Properties



Physical data

Name	Value	Tolerance	Norm
Weight [g/m²]	280	±12	ISO 536
Thickness (total) [µm]	230	±12	ISO 534
Bending stiffness MD [mN]	> 1.200		ISO 2493-1; 15°/10mm
Bending stiffness CD [mN]	> 500		ISO 2493-1; 15°/10mm
Tensile strength MD [N/15mm]	> 200		ISO 1924-3/2/300
Tensile strength CD [N/15mm]	> 140		ISO 1924-3/2/300
ISO Brightness, front side [%]	> 85		ISO 2470-1
ISO Brightness, reverse side [%]	> 85		ISO 2470-1
Whiteness, CIE, D65/10°, front side	> 100		ISO 11475
Whiteness, CIE, D65/10°, reverse side	> 100		ISO 11475
Opacity [%]	> 98		ISO 2471

Printing instructions

Detailed recommendations for printing and processing of ENDURO can be found under [Download](#).