

WINE & SPIRITS PRODUCT BULLETIN



Wash-Away Label Solutions Built to Stay. Designed to Wash Away.

Adhesive Materials

Wausau Coated Products' wash-away adhesive technology delivers the best of both worlds; excellent on-bottle performance with ice-bucket durability and clean removal in support of circular packaging initiatives. Designed for reusable glass applications, WA-669 remains securely affixed in ice bucket conditions yet releases cleanly, eliminating adhesive residue and label ghosting in commercial hot-water and caustic wash systems, or at home using hot water and agitation. Ideal for wine, spirits, craft beverage, and other returnable glass applications, our wash-away helps support circular packaging initiatives. Paired with a sustainable facestock and r-PET liner options, it is an ideal solution for brands seeking in the field performance, while achieving sustainability goals.

Catalog #	Description - Flexo/ILP	Adhesive	Liner
W039603	70# Bright White Felt 30% PCW, w/ Wet Strength, FSC® Certified	WA-669	1.2 Mil 90% Recycled Polyester (r-PET)
W039602	60# Estate Label® #8 Vellum w/ Wet Strength, FSC® Certified	WA-669	1.2 Mil 90% Recycled Polyester (r-PET)

This adhesive can be run with other facestock and liner combinations.

Adhesive Description: WA-669

A water-washable emulsion acrylic permanent adhesive with good initial tack and good adhesion to most surfaces. It remains affixed when immersed in an ice bucket. It's wash-away properties are best suited for glass or non-porous surfaces.

Type:	Water Washable Permanent
Classification:	Emulsion Acrylic
Minimum Application Temperature:	20°F
Service Temperature Range:	-5 to + 250°F

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Shelf life: One year when stored at 72° F / 50% RH

Note: All product specifications are for informational use only. For more details visit wausaucoated.com.