

TL no 3 STARliner® and MACline® BACKING PAPERS

Mr Burt MORGAN, founder of the MACTac Company, invented the mechanically **prescored liner back** in the early seventies (US Patent 1971) under the brandname **STARliner®** and **MACline®**.

It concerns a system applied on the liner of self-adhesive products which weakens the paper fibres (without cutting the front material) :

STARliner®, a ± 90 gsm prescored liner, is used for paper face stocks in the **MACprint** range (offset printing).

The score lines, running parallel to the machine direction, are about 31 mm apart.

MACline®, a ± 140 gsm prescored liner, is used for filmic face stocks (e.g. vinyl films) in the **MACscreen** range (screenprinting).

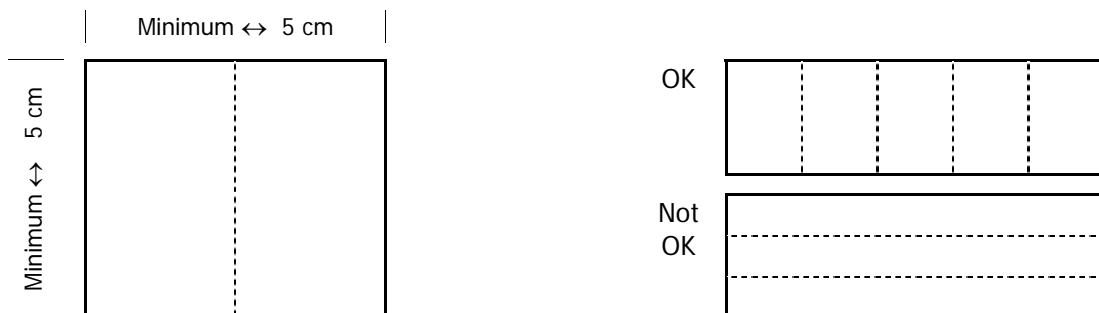
The score lines, also running parallel to the machine direction, are 60 mm apart.



The advantages of the scored liner against a plain backing paper are obvious:

- **More cost effective :**
no need for back or front slitting for easy removal of the printed label from the backing.
- **Less waste :**
no 'fingerlift' needed on the individual label
- **Ease of label design :**
due to the fixed positions of the prescored lines on the sheet.
- **Ease of use :**
just bend it along one of the score lines and the release paper splits and can be removed with ease in one piece.
- **Eliminates a potential bleeding source :**
fingerlift constructions or real backsplits can make the labels stick together when stored over a longer period (as they entirely cut the sheet contrary to prescored liners STARliner® and MACline®).

Recommended use



- Labels should ideally not be smaller than 5 x 5 cm, if they are, than careful consideration should be given at the planning stage to ensure each finished label will have a score on it.
- The score lines should run parallel to the shortest side of the label.