

# MaxWhite® 17

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**BRAND FAMILY OVERVIEW** MaxWhite® eliminates the unsightly graying which normally results from the hot-waxing of white paper or regular white coatings and helps in the process of converting plain kraft paper into high quality, mottled white liner.

**USAGE** A white coating designed to offer excellent brightness before and after wax. This product is both hot melt and cold set gluable.

**DESCRIPTION** Waxable white coating

**PERFORMANCE ATTRIBUTES** This product is used in many applications including the following:

Market	Properties Imparted
Perishables	<i>whites and colors</i>

**PHYSICAL PROPERTIES** The following properties are typical but should not be considered specifications:

Appearance:	White liquid
Solids Type:	Polymer / Pigment
EZ Cup Viscosity (sec) :	10 - 24
Cup Number:	3
pH:	8.5 - 9.5
Brookfield Viscosity (cps) :	100 - 1000
Spindle Number:	3
RPM:	60
Shelf Life (months) :	The product has a shelf life of 3 months from date of manufacture when storage and handling instructions are followed.

**SITE OF MANUFACTURE** USA (MW17)  
**(and PRODUCT CODE)**

**APPLICATION DATA** MaxWhite® 17 when applied with a #8 rod on kraft liner should provide brightness in the low to mid 80's. Shelf life is 6 months maximum, assuming moderate temperatures (40-80F). If the coating is stored at temps in excess of 90-95 F, the shelf life is less than one month. Please manage inventory accordingly.

**STORAGE** Keep containers tightly closed in a dry, cool and well-ventilated place. Keep from freezing.

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**HANDLING** Handle in accordance with good industrial hygiene and safety practice. Use personal protective equipment as required.

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The following information for this product, specific to each site of manufacture, is available upon request:

- Material Safety Data Sheets in various formats and languages (includes global chemical inventory listing)
- Food Contact Declaration of Compliance (if applicable)

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