



PREMIUM BEVERAGE RANGE

Bright White Felt



Ensure your brand makes an unforgettable impression, where every label is not just seen, but felt. With its temptingly tactile and irresistibly iconic finish, Bright White Felt invites touch and demands exploration.

Bright White Felt is instantly recognisable by its lush undulation and has long been heralded for its creative use of recycled content. FSC® certified and contains 30% post consumer waste.

Manufactured by Wausau Coated Products.
Exclusive to Ball & Doggett.

ADHESIVE
LINERS

Hybrid Adhesive H-318
PET Clear 1.2mm
SC66

ACCREDITATIONS





Bright White Felt

A bright, white, uncoated facestock with a distinct felt-like finish, containing 30% PCW recycled material. FSC® certified and contains wet-strength properties.

FACESTOCK:

Basis Weight (25 x 38 / 500) gsm	70
Caliper, mils	6.3
Brightness	88%
Opacity	93%
Recycled Content %	30%
Regulatory Compliances	FSC® Certified

ADHESIVE: H-318

H-318 is the ideal choice for high end beverage and spirits, with improved resistance to moisture and humidity after bottling and at presentation to the consumer. H-318 is an aggressive, blended emulsion acrylic adhesive with the unique ability to combine special characteristics from different adhesives. The adhesive of choice for textured and embossed/debossed labels that will ultimately be exposed to moisture and humidity by resisting and limiting bubbling and wrinkles.

Adhesive Type	Hybrid
Adhesive Classification	Emulsion Acrylic
Minimum Application Temp., °C	2°C
Service Temperature Range, °C	-12°C to 65°C
Regulatory Compliances	FDA 21 CFR 175.105

LINERS:

PET - 1.2mm Clear Polyester

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

SC66

A supercalendered bleached liner with superior die-cutting and stripping properties. Recommended for roll-to-roll applications. Good back printability.

	PET Clear 1.2mm	SC66
Basis Weight (25 x 38 / 500), gsm	—	66
Caliper, Microns	30	62.5
Tensile Strength, MD / TD, N/mm2	0.01	15 / 9
Opacity	—	65%
Regulatory Compliances	CONEG, REACH	ASTM F963 Child Toy Safety, CONEG, RoHS, REACH

This product complies with Australian PFAS regulations effective 1 July 2025.
For more information, please contact: sustainability@ballanddoggett.com.au