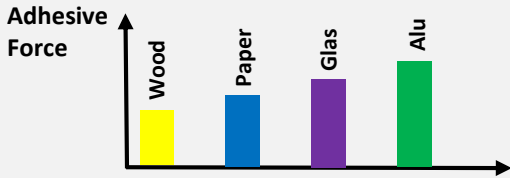
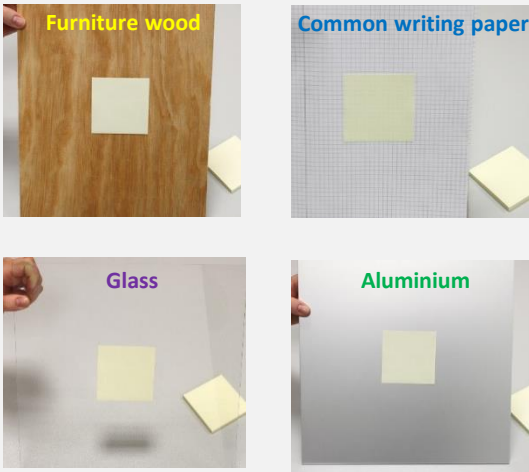


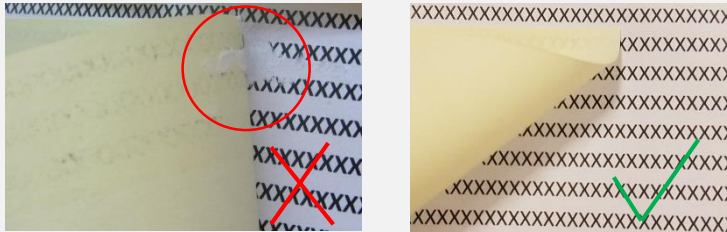
### 1. What makes a sticky note a high quality product?

- ✓ Adhesive Power > Sufficient but balanced to avoid harming sensitive surfaces
- ✓ Peel-off force from pad > Low for convenient use and low curling
- ✓ Flatness of sheets > Flat geometry of the single sheets after application
- ✓ Writeability > With ball pens, pencils, crayons and others
- ✓ Eco-friendly > Water-based glue and coatings for optimal ecology and health aspects

### 2. Adhesive power on different surfaces



Adhesive power partly depends on the substrate properties (chemical character and surface structure) Commonly the more smooth a surface is, the higher are the forces. However, higher adhesive power provides better bond – keep in mind, that adhesion has to be balanced as sticky notes are often stuck to sensitive substrates like book paper or documents. **Too high adhesive power could harm sensitive surfaces and lift inks. A well balanced adhesive power is mandatory.**

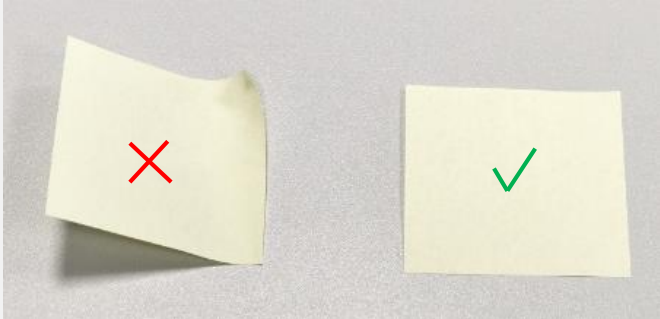


Too high adhesive power could possibly lift inks and destroy documents. A well balanced adhesive power leaves no residues.

### Removable and ultra sensitive sticky notes glue

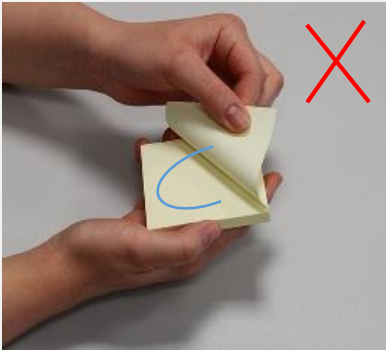
An extended glue track width in combination with ultra sensitive glue allows a thinner layer of glue which offers the following advantages:

- ✓ Reliable bond
- ✓ Lower peel-off force
- ✓ Better flatness of sheets
- ✓ Less curling

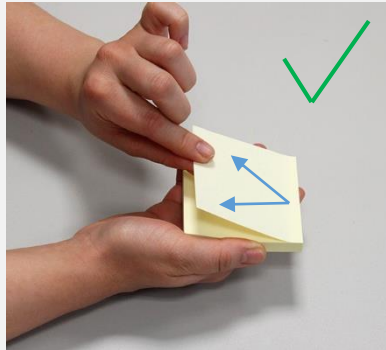


Strong curling affects the bond reliability and makes it look less aesthetic.

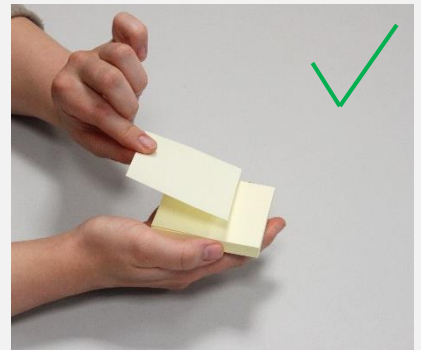
### How to release the sticky note sheet from the pad correctly?



Avoid pulling the sticky note backwards

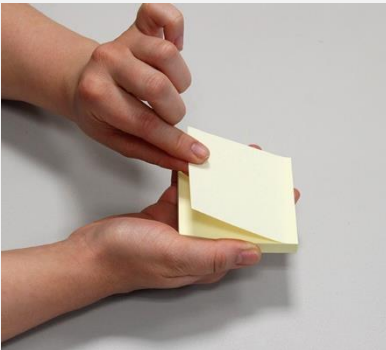


Lift the sticky note and pull it to your side simultaneously



Get a flat sheet without curled corners

### How to make the glue track visible?



Release a sheet from the pad



Rub it with the glue side on your trousers or other clothes



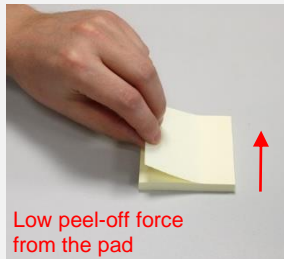
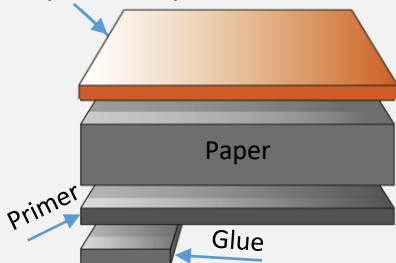
Turn the sheet around and the glue track is visible

### 3. All about peel-off force

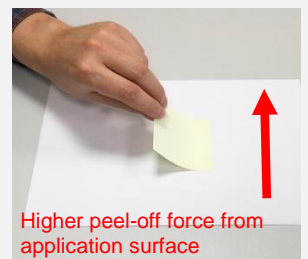
Peel-off force = The force needed to remove one sheet of the pad

#### Scheme of sticky note construction

Important layer: **release** coat with anti-sticky character for optimal low peel-off force



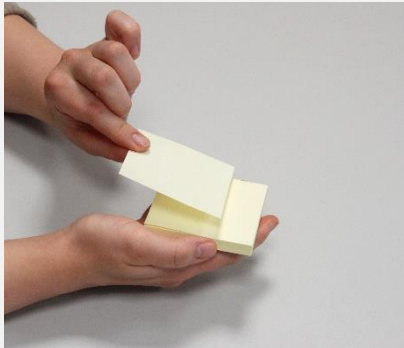
Low peel-off force from the pad



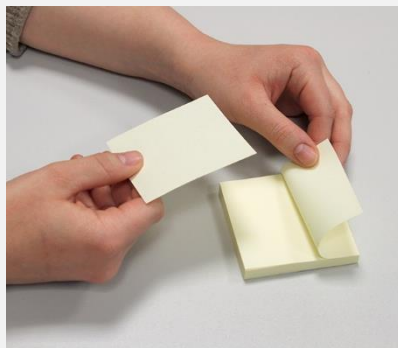
Higher peel-off force from application surface

**The release coat reduces the peel-off force between the sticky note and the rest of the pad – Have a try!**  
**Remember: A low peel off force does not infer low adhesive power.**

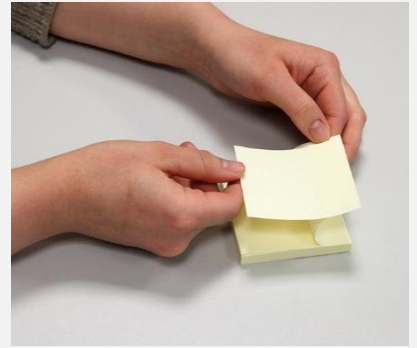
## Useful trick to illustrate the release effect



Release a sheet from the pad



Turn around the next sheet but let it remain on the pad



Stick the first sheet on the backside of the second. Then lift and feel the effect without release

## 4. Writeability

A high quality release coating doesn't affect the writeability with many different pens



## 4. Environmental USPs of the sticky notes

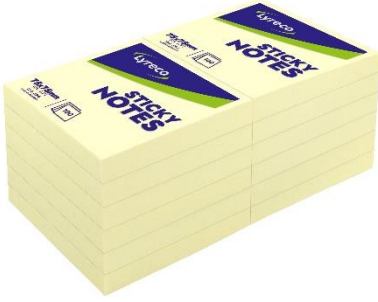
- ✓ Adhesive exclusively produced in-house (short supply chain)
- ✓ Paper sources from EU only
- ✓ FSC certified papers available (certification no.: C003094)
- ✓ Glue and functional coatings are water-based and fully free of solvents
- ✓ Sticky notes are fully recyclable (According to PTS-RH 021/97 recyclability method)
- ✓ Glue fulfills the requirements of the European regulation for toys (According to EN71-1, EN71-2, EN71-3)










The mark of responsible forestry



# Comparison of Lyreco Premium and Lyreco Standard items



Category		Lyreco Standard	Lyreco Premium
Paper gramage		70 g/m <sup>2</sup>	70 g/m <sup>2</sup>
Paper certification			
Glue type		micro-tac <sup>®</sup> , solvent-free and water-based	High performance micro-tac <sup>®</sup> , solvent-free and water-based
Adhesive Power	Standard Surfaces (Paper, Glass etc.)		
	Difficult Surfaces (walls, special laquers)		
	Rough or structured Surfaces		
Packaging		PE wrap foil	Recycled cardboard 100% post-consumer