

THIS SHEET HAS BEEN
REPLACED

ABSTRACT OF THE DISCLOSURE

A transparent pressure sensitive adhesive label sheet comprises a label film comprising a polyethylene resin of a density of 0.925 to 0.950 g/cm³ as the main component thereof, having an average of the tensile strength to the MD direction and the tensile strength to the TD direction of 250 kg/cm² or more, a 1% second modulus to the MD direction of 2500 to 5000 kg/cm², a haze of 3 to 15 % and a gloss of 80 % or more and provided with the property suitable for printing by a surface treatment and a release paper laminated with the label film through a layer of a pressure sensitive adhesive material. An opaque pressure sensitive adhesive label sheet is about the same as the above except that it comprises a label film having a total light transmission of 40 % or less in place of the haze and the gloss described above. The pressure sensitive adhesive label sheet shows excellent appearance when label marks are printed on the transparent film or on the white opaque film, follows the elongation of the substrate well even after being printed and can be handled smoothly in the process using an automatic labelling machine.