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(21) International Application Number: PCT/US97/05062 (22) International Filing Date: 28 March 1997 (28.03.97) (30) Priority Data: 08/646,784 21 May 1996 (21.05.96) US (71) Applicant: MOBIL OIL CORPORATION [US/US]; 3225 Gallows Road, Fairfax, VA 22037 (US). (72) Inventors: JENSEN, Terry, Otto; 6021 Spike Road, Middlesex, NY 14507-9791 (US). KONG, Dan-Cheng; 17 Whitebrook Rise, Fairport, NY 14450-9365 (US). (74) Agents: SINNOTT, Jessica, M. et al.; Mobil Oil Corporation, 3225 Gallows Road, Fairfax, VA 22037 (US).		(81) Designated States: AU, BR, CA, CN, JP, KR, SG, VN, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published <i>With international search report.</i>
(54) Title: TWO-SIDE COATED LABEL FACESTOCK		
(57) Abstract A label facestock structure is described which comprises a polymeric film substrate having on a first surface thereof (A) an adhesive anchor layer and on a second surface thereof (B) an ink base layer, the (A) and (B) layers are selected from the group consisting of: (i) a prime coating having on an external surface a functional coating of an interpolymers of (a) an <i>p,p</i> -monoethylenically unsaturated carboxylic acid; and (b) a neutral monomer ester comprising an alkyl acrylate ester and an alkyl methacrylate ester; and (ii) an iminated polymer; or the (A) adhesive anchor layer is selected from the group consisting of: (iii) a mixture of the functional coating of (i) and the iminated polymer of (ii); (iv) a linear water dissipatable polyester condensation product; and (v) a polyester or the (B) ink base layer is selected from the group consisting of: (vi) a prime coating having on an external surface a functional coating of an acrylic copolymer; and (vii) a prime coating having on an external surface a functional coating of a styrene copolymer provided that each of the (A) adhesive anchor layer and the (B) ink base layer is different.		