

ABSTRACT

A material to be used for a heat-shrinkable film as a label for a plastic bottle is required to have transparency, breakage resistance, shrinking properties and rigidity and further required to have a good balance of such physical properties. A block copolymer mixture comprising the following block copolymers (A), (B) and (C) each containing a vinyl aromatic hydrocarbon and a conjugated diene as constituting components, wherein (A) is from 20 to 60 mass%, (B) is from 20 to 70 mass%, and (C) is from 5 to 50 mass%:

(A): a block copolymer comprising, as monomer units, from 75 to 95 mass% of a vinyl aromatic hydrocarbon and from 5 to 25 mass% of a conjugated diene, and having, at least at one terminal, a block section composed mainly of a vinyl aromatic hydrocarbon;

(B): a block copolymer comprising, as monomer units, from 50 to 80 mass% of a vinyl aromatic hydrocarbon and from 20 to 50 mass% of a conjugated diene, and having, at least at one terminal, a block section composed mainly of a vinyl aromatic hydrocarbon; and

(C): a block copolymer comprising, as monomer units, from 60 to 95 mass% of a vinyl aromatic hydrocarbon and from 5 to 40 mass% of a conjugated diene, and having at least one random copolymer block comprising, as monomer units, from 55 to 95 mass% of a vinyl aromatic hydrocarbon and from 5 to 45 mass% of a conjugated diene.