

Abstract

The present disclosure provides a water-based polymeric pressure-sensitive adhesive and a label material comprising the pressure-sensitive adhesive. The pressure-sensitive adhesive has a strong adhesive force when being used for a label material, and is easy to cut off, non-adhesive and good in re-peeling property when die-cutting processing is performed for the label material. The pressure-sensitive adhesive is prepared from 4-6 parts of water-soluble polyester, 16-18 parts of C₁-C₄ alkyl ester of methacrylic acid, 16-18 parts of C₄-C₈ alkyl ester of acrylic acid, 2-8 parts of ureido methacrylate and 4-5 parts of cycloalkyl ester of methacrylic acid, wherein R¹ is H or methyl, and R² is a linear or cyclic ureido group containing 3-5 carbon atoms, the cycloalkyl ester of methacrylic acid is C₅-C₂₀ cycloalkyl ester, and the water-soluble polyester is prepared from 1-5 parts of sulfonate for polyester modification, 10-15 parts of hydroxyalkyl ester of (methyl) acrylic acid, 60-80 parts of terephthalic acid and 20-30 parts of ethylene glycol.