



# PERFORMANCE GUIDE

Represents Typical Values Only

www.Mactac.com

## DPT7001

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### Face Description

A durable **high sensitivity** direct thermal polypropylene film for use in **high-speed** thermal printers. Synthetic substrate exhibits good environmental resistance.

Test Property	Typical Values	Test Method
Basis Weight 24X36/500	50.9 #	TAPPI T410
Caliper, inches	0.00380 +/- 10%	TAPPI T411
Brightness %	90% Avg.	TAPPI T525
Smoothness, Parker Print	1.9 µm Avg	TAPPI T555
Image Color	Black	
Initial Activation Temp (O.D.=0.2)		170 ± 9°F (77 ± 5°C)
Effective Activation Temp (O.D.=0.8)		194 ± 9°F (90 ± 5°C)
Optimum Activation Temp (O.D.=1.4)		230 ± 9°F (110 ± 5°C)
Resistance to Oils		Excellent
Resistance to Plasticizers		Good
Image Retention in Water (15 hr non-abrasive)		Good
Wet Rub Image Retention		Good

### Adhesive Description InFusion™

711VHP is a cold temperature, permanent, rubber-based adhesive with excellent tack and ultimate adhesion to a wide variety of surfaces, including most packaging films. May be used as the food contact surface of labels and/or tapes applied to poultry, dry food, and processed, frozen, dried, partially dehydrated and raw fruits and vegetables

Test Property	Typical Values	Test Method
Caliper, inches	0.0007 +/- 10%	
Min Application	20°F (-7°C)	
Service range	-65 to 150°F (-54°C to 71°C)	
Average Peel Adhesion Stainless Steel 30 minutes applied/180° angle	3.5/lbs/inch	PSTC-101/Method A MACTac CTM54
Loop Tack g/1"	4.5 lbs/sq. inch	PSTC-16/Method A MACTac CTM25

When comparing values, keep in mind, other suppliers may use different testing methods.

### Liner Description

A semi-bleached super calendared kraft liner excellent for die cutting and stripping. The liner release system is designed specifically for label dispensing. Primarily for roll-to-roll applications.

Test Property	Typical Values	Test Method
Caliper	0.0024 +/- 10%	TAPPI T411
Basis Weight	40 +/- 10%	TAPPI T410

### Applications

Used for barcode and human readable labels in retail, food packaging and industrial markets. Recommended for use in **standard speed** thermal printers.

### Shelf Life

One year when stored at 72°F and 50% RH. For more about Direct Thermal Storage, see the Technical Bulletin for Direct Thermal Storage at [www.mactac.com](http://www.mactac.com).

*Note: The user is responsible for determining the product's suitability for all aspects of the application. If there are any questions about applications, or regulatory compliances, please contact your MACTac sales representative to discuss your requirements for recommendations. If this is a printed Performance Guide, it is an uncontrolled document. Please check the MACTac website for the latest, most up-to-date version at [www.mactac.com](http://www.mactac.com)*

**CALL 1-800-548-3456 for additional product information**

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