



PERFORMANCE GUIDE

Represents Typical Values Only

www.Mactac.com

DTW1752-7

Created: 12/2020 RDF

Face Description

A **medium sensitivity** top-coated direct thermal paper with exceptional environmental resistance to plasticizers and for use in standard speed thermal printers. Optimal wavelength range under 660nm.

Test Property	Typical Values	Test Method
Basis Weight 24X36	48.3 # Avg	TAPPI T410
Caliper, inches	0.0032 +/- 10%	TAPPI T411
Tear, grams	43 MD 35 CD	TAPPI-414
Tensile, lbs/in	32MD 20 CD	TAPPI-494
Brightness %	90% Avg.	TAPPI T-452
Image Color	Black	
Initial Activation Temp (O.D.=0.2)		189 ± 9°F (87 ± 5°C)
Effective Activation Temp (O.D.=0.8)		228 ± 9°F (109 ± 5°C)
Optimum Activation Temp (O.D.=1.55)		300± 9°F (149 ± 5°C)
Resistance Heat & Humidity		Excellent
Resistance to Plasticizers		Good
Resistance to Heat		Excellent
15 Hour Water Immersion		Excellent

Adhesive Description InFusion™

InFusion is a Hybrid Adhesive System with excellent tack and ultimate adhesion to a variety of surfaces including polystyrene, polypropylene, polyethylene, paper and corrugate. Suitable for cold, damp labeling applications. Exceptional high speed and wider web converting.

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/90° angle	2.7/lbs/inch	PSTC-101/Method F 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

Bloom® hi.mpact™ 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	0.0016 +/- 10%	TAPPI T411
Basis Weight	27.7 +/- 10%	TAPPI T410

Applications

Used for barcode and human readable labels in deli weigh scale, bakery label, or short term shipping label applications requiring more environmental resistance to plasticizers, heat, and heat and humidity and a cold temperature adhesive. 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.

*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

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

IMPORTANT NOTICE: The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

TM Trademark of Morgan Adhesives Company.

® Registered Trademark of Morgan Adhesives Company.

