



PERFORMANCE GUIDE

Represents Typical Values Only

www.Mactac.com

DTW7702

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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 25X38	50 # Avg	TAPPI T410
Caliper, inches	0.0032 +/- 10%	TAPPI T411
Tear, grams	50 MD 55 CD	TAPPI-414
Tensile, lbs/in	35MD 14 CD	TAPPI-494
Brightness %	90% Avg.	TAPPI T-452
Image Color	Black	
Initial Activation Temp (O.D.=0.2)		199 ± 9°F (93 ± 5°C)
Effective Activation Temp (O.D.=0.8)		234 ± 9°F (112 ± 5°C)
Optimum Activation Temp (O.D.=1.55)		275 ± 9°F (135 ± 5°C)
Resistance Heat & Humidity		Excellent
Resistance to Plasticizers		Good
Resistance to Heat		Excellent
15 Hour Water Immersion		Excellent

Adhesive Description CHILL AT™ FDA

Chill AT FDA is an All Temp permanent, rubber-based, direct food contact adhesive that performs well in normal to freezer temperature applications. Chill AT FDA has excellent tack and ultimate adhesion to a variety of surfaces.

FDA approved for direct food contact under 21 CFR Section 175.125(a) and (b). Section 175.125(a) pertains to adhesives that are “used as the food-contact surface of labels and/or tapes applied to poultry, dry food, and processed, frozen, dried, or partially dried fruits or vegetables”. Section 175.125(b) pertains to adhesives that are “used as the food-contact surface of labels and/or tapes applied to raw fruit and raw vegetables”.

Test Property	Typical Values	Test Method
Caliper, inches	0.0007 +/- 10%	
Min Application	-10°F (-23.33°C)	
Service range	-65 to 150°F (-54°C to 65.6°C)	
Average Peel Adhesion Stainless Steel 30 minutes applied/90° angle	2.6/lbs./inch	PSTC-101/Method F MACTac CTM54
Loop Tack g/1”	4.1 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 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

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