



# PERFORMANCE GUIDE

Represents Typical Values Only

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## DTW7852-7

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### FSC® Topcoated DT CHILL AT™ Bloom® hi.impact

#### 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. FSC Certified. Certificate Number: SCS-COC-007635

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)		198 ± 9°F (92 ± 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™

Chill is an All Temp permanent, rubber-based adhesive that performs well in normal to freezer temperature applications. Chill has excellent tack and ultimate adhesion to a variety of surfaces including polystyrene, polypropylene, polyethylene, paper and corrugate. Suitable for cold, damp labeling applications.

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

**Bloom® hi.impact™** liner excellent for die cutting, stripping and 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](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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