

TT728

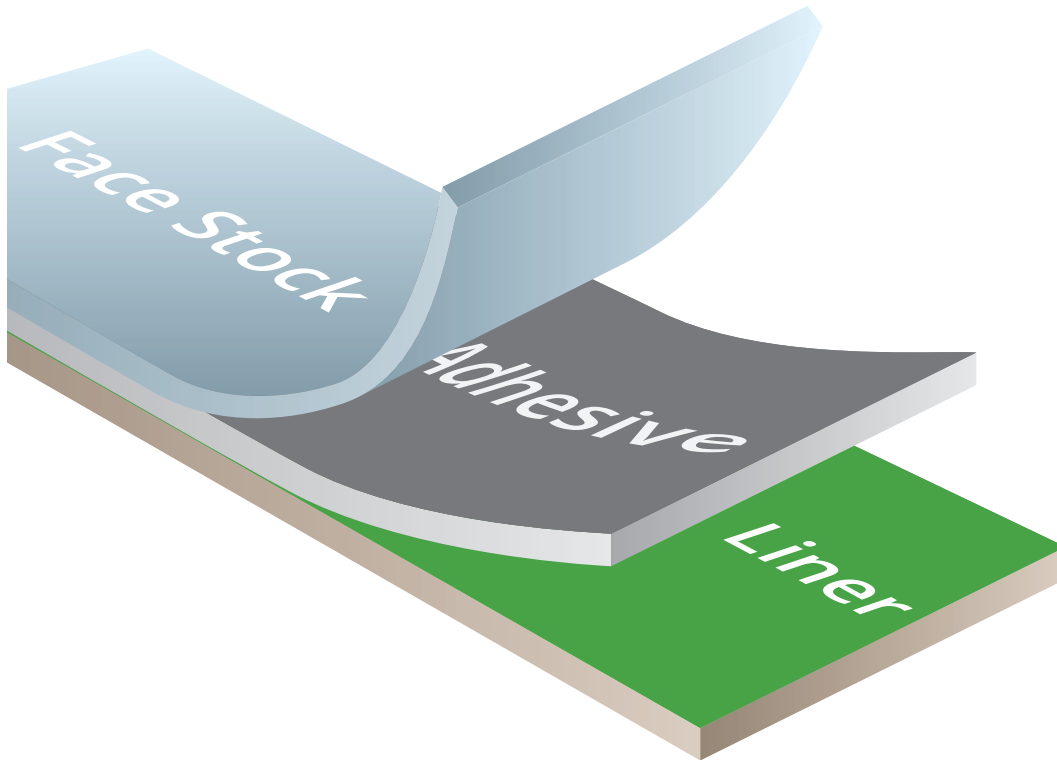


Labels for Life.

Face Stock: 3.0 mil ultra-smooth coated matte white paper, with optimized smudge-resistance.

Adhesive: 0.8 mil high performance permanent emulsion acrylic adhesive.

Release Liner: 40# kraft release liner designed for optimal performance when used in a manual application.



Thermal Transfer Matte White Paper

TT728 is specifically designed to be flexographic or thermal transfer printed. Key features include: indoor use only, excellent scratch and smudge resistance, emulsion adhesive that is designed to adhere in cold or high temperatures, and a matte finish. When used in combination with the recommended IDENTCO inks or ribbons, it will meet the most demanding durable labeling applications.

Typical Applications

- Lamp Ballasts
- Blank or Pre-printed Labels
- Cooler temperature applications if required.

Typical Industry Sectors

- Automotive
- Electronics
- Industrial











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Thermal Transfer Matte
White Paper



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	Agency Recognitions					
	Adhesion					
	Rigid HDPE	27 oz/in	299 N/m	Treated LDPE	26 oz/in	282 N/m
	Recycled Corrugated	24 oz/in	264 N/m	Glass	32 oz/in	352 N/m
	Material Caliper					
	Face Stock	.0030"	76.2μ	Liner(kraft)	.0024"	61.0μ
	Adhesive	.0008"	20.3μ	Total Material	.0062"	157.5μ
	Exterior Durability					
	Recommended: Indoor use only.					
	Temperature Range					
	Service Temperature: -65°F to 200°F (-53°C to 93°C)					
	Minimum Application Temperature: -20°F (-29°C)					
	Short Term Temp Test: -110°C for 10 days					
	Shelf Life					
	Recommended Storage: 45-90°F (7-32°C) 20-75% R.H.					
	Shelf Life: 2 years @ recommended storage					
	Recommended Printing					
	Pre-Printing			Thermal Transfer Printing		
	• Flexographic printing			• TTR • TTRR-A		
	Process Durability					
	It is recommended that customers test the material in actual application to determine if the material meets all requirements.					

Note: All values shown are averages and should not be used for specification purposes. Test data and test results contained in this document are for general information only and shall not be relied upon by IDENTCO customers for designs and specifications, or be relied on as meeting specific performance criteria. Customers desiring to develop specifications or performance criteria for specific product applications should contact IDENTCO for further information. Revised 11/1/2016

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