



Appvion introduces new Triumph Digital Thermal Media™

(Appleton, Wisconsin, January 28, 2019) [Appvion Operations, Inc.](#) (“Appvion”), North America’s largest producer of direct thermal paper, is pleased to introduce the new Triumph™ WB-3.2 and Triumph™ WB-7.7 to the market. These two products introduce Appvion’s new Triumph Digital Thermal Media™ product line. Both innovative products allow customers to run a direct thermal facestock in a water-based inkjet press and efficiently fulfill short runs or quick turnaround orders.

The Triumph WB-3.2 is a 3.2 mil direct thermal label facestock that is compatible with Memjet® water-based dye inkjet technology. This product is ideal for applications such as weigh scale labels, shelf labels, and retail labels.

The Triumph WB-7.7 is a 7.7 mil direct thermal ticket facestock that is also compatible with Memjet water-based dye inkjet technology. This product offers a quality feel and stiffness with its high caliper, and is ideal for applications such as general ticketing, high-end graphic ticketing, custom ticketing and tags, and tradeshow badges. “Appvion is merging two technologies together in the Triumph™ WB series. We are excited to offer these new products that enhance marketing options to grow our customers’ businesses,” said Laura Stevenson, Segment Leader for Thermal Label.

Triumph Digital Thermal Media customers will have the ability to add variable data on demand, at the point of sale and/or on packaging using standard thermal printers. Both new products offer exceptional inkjet print quality on a direct thermal facestock, while delivering sharp, high contrast imaging for both barcode scanning and human readable text.

About Appvion

Appvion creates product solutions through its development and use of coating formulations and applications. The Company produces thermal, carbonless, security, inkjet, digital specialty and colored papers. Appvion, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio and Pennsylvania, and employs approximately 1,150 people. For more information, visit www.appvion.com.

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