



Appvion to showcase new thermal digital media products at Labelexpo Americas

(Appleton, Wis., September 20, 2018) [Appvion](#), North America's largest producer of direct thermal media, will introduce a new line of direct thermal label and tag face stocks at [Labelexpo Americas 2018](#) in Rosemont, Illinois, September 25 – 27. The company will also debut a silicone-coated, linerless thermal face stock, and feature additions to its PolyTherm® and Résiste® thermal product lines.

With the launch of its Triumph Digital Thermal Media™ line of products, Appvion is introducing direct thermal label and tag face stocks that are compatible for use with water-based inkjet technology. These innovative products enable thermal converters to cost effectively meet customer needs for low-volume or quick-turn orders involving direct thermal media.

At Labelexpo Americas, Appvion will partner with [Colordyne Technologies](#) and [AzCoat, Inc.](#) to demonstrate this new product line. The co-promotion will feature Appvion's Triumph™ WB-3.2 label stock laminated by AzCoat and printed on Colordyne's [3600 Series - AQ Retrofit](#) digital press. Product samples and specifications will be available at the expo booths for Appvion (1412), Colordyne (6047) and AzCoat (5702).

Appvion will also debut a release-coated linerless face stock. This new label product offers operational advantages by reducing silicone waste, eliminating the liner waste removal process while providing consistent release properties, and allowing converters to focus on choosing the adhesive options that best suit their intended applications.

Appvion will also showcase its Résiste B550-3.1. This product offers robust performance in humid environments, making it ideal for weigh scale, food processing and retail applications. Appvion's Résiste products are topcoated, paper-based products ideal for applications that require extended image life or resistance.

In addition, Appvion has expanded its PolyTherm film-based products to provide customers with broader applications, durability, resistance, and sharp imaging required in end uses ranging from hunting/fishing licenses, ski lift tickets and industrial labels to tamper evidence.

Held every two years, Labelexpo Americas is the world's second largest event for the label and package printing industry with over 400 exhibitors participating over three days.

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 1,250 people. For more information, visit www.appvion.com.

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