

## WB-3.2

A direct thermal label facestock compatible with Memjet® dye inkjet technology. Ideal for short runs and quick turnaround printing.

### DIGITAL ENABLED DIRECT THERMAL PRODUCTS



### Key Features

- Memjet dye inkjet coating compatible with thermal printing
- Excellent barcode printing and scanning

### Applications

- Weigh scale labels
- Shelf labels
- Retail labels

Use of Appvion's thermal products in processing, equipment, end-use or other applications for which they were not intended voids all warranties.

\*Data listed are preliminary values based on initial production. Final values will be published at a later date.

\*\* Product unvarnished; using a varnish may alter product's performance. Appvion has transitioned to the Techkon densitometer, from the Gretag densitometer, on December 3, 2019.

Publication Date: December 2019 © 2019 Appvion Operations, Inc.  
Data is for reference only. May be subject to alterations.

## PRODUCT CHARACTERISTICS

### \*PRELIMINARY DATA

Caliper (mils/μm)	3.20 ± 0.16/81.3 ± 4.1
Basis Weight	
17 x 22–500 (lbs)	21.0 ± 1.7
g/m <sup>2</sup>	78.9 ± 6.4

Thermal Response - Nominal	
Static (°C ± 5°)	
0.2 ODU	101
1.0 ODU	N/A
Maximum Density (ODU)	0.95
Temperature Required	149
Dynamic—Atlantek 400 (mJ/mm <sup>2</sup> )	
0.2 ODU	N/A
1.0 ODU	16.0
Maximum Density (ODU)	0.98
Energy Required	16.0

Brightness (UV Included)	>89
Gurley Stiffness Nominal (mg)	MD 106 CD 54
Elmendorf Tear Nominal (g)	MD 57 CD 50
Tensile (lbs/in)	MD 29 CD 14
Parker Print Surf	<1.82

