

Résiste® Magenta

400-7.0

RETAIL SHELF MARKING • BIN TAGS • RETAIL PRICE TAGS

A standard caliper, standard sensitivity topcoated direct thermal product with magenta-colored imaging. This product is backside printable for basic one-or two-color images with excellent layflat characteristics.

ENTERTAINMENT PRODUCTS

NEW ITEM

\$4.99

SAVE \$2.00

SPECIAL

Key Features

- Magenta-colored imaging
- Topcoated for high chemical and environmental resistance
- Unique backside treatment for excellent layflat characteristics
- High caliper for quality feel and stiffness

Applications

- Retail shelf marking
- Bin tags
- Retail price tags

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.
 **While image appears as magenta, the density measurements above are made measuring Db (density black), not Dm (density magenta).

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.

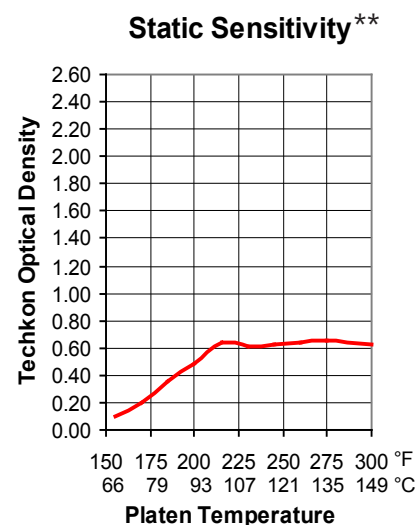
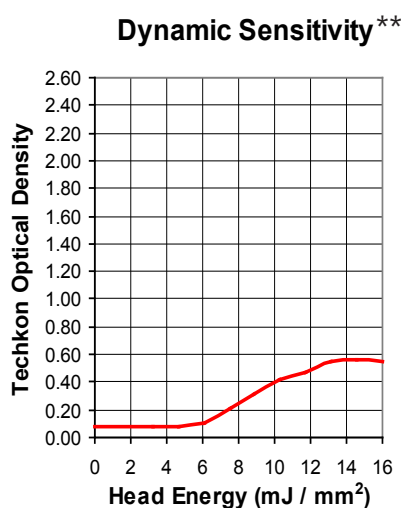
PRODUCT CHARACTERISTICS

*PRELIMINARY DATA

Caliper (mils/μm)	7.2 ± 0.4/183 ± 9.1
Basis Weight	
17 x 22-500 (lbs)	44.3 ± 2.2
g/m ²	166.5 ± 8.3

Thermal Response - Nominal	
Static (°C ± 5°)	
0.2 ODU	77
1.0 ODU	N/A
Maximum Density (ODU)	0.65
Temperature Required	135
Dynamic -Atlantek 400 (mJ/mm ²)	
0.2 ODU	7.4
1.0 ODU	N/A
Maximum Density (ODU)	0.57
Energy Required	14.6

Brightness (UV Excluded)	>80
Gurley Stiffness Nominal (mg)	MD 1460
	CD 680
Elmendorf Tear Nominal (g)	MD 115
	CD 140
Tensile Nominal (lbs/in)	MD 81
	CD 34
Parker Print Smoothness	<1.90



APPVION