

TT728

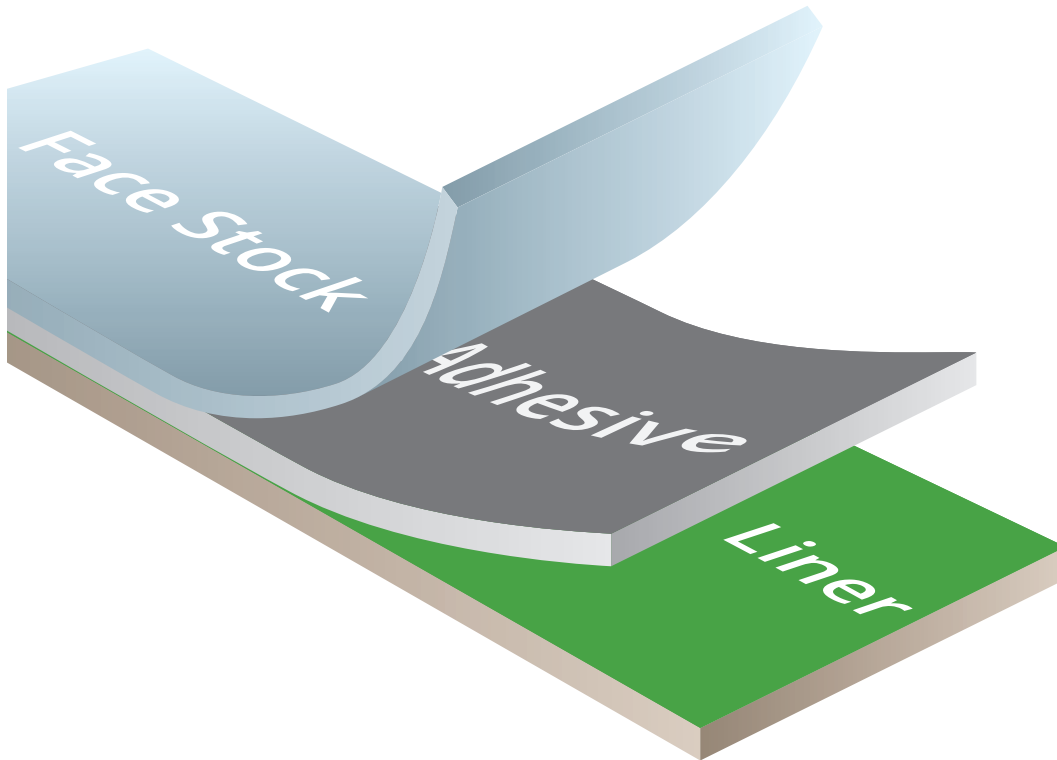


Labels for Life.

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

Adhesive: 0.7-0.8 mil high-performance permanent emulsion acrylic adhesive.

Release Liner: 40# paper release liner designed for optimal performance.



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, 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 100% RoHS Compliant
	Adhesion Rigid HDPE 25 oz/in 275 N/m Recycled Corrugated 15 oz/in 165 N/m Treated LDPE 21 oz/in 231 N/m Glass 48 oz/in 528 N/m
	Material Caliper Face Stock .0030" 76.2μ Adhesive .0007"- .0008" 17.78μ-20.3μ Liner(kraft) .0024" 61.0μ Total Material .0061"- .0062" 154.9μ-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: 25 °F (-4 °C)
	Shelf Life Recommended Storage: 45-90 °F (7-32 °C) 20-75% R.H. Shelf Life: 1 year @ recommended storage
	Recommended Printing Pre-Printing • Flexographic printing Thermal Transfer 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 07/24/18.

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