



# Labels that Last

## 1777 Printed & Laminated Matte Silver EnduraLabel

**Description:** This laminated, preprinted silver polyester is a premium product, utilizing a special adhesive technology that is designed primarily for rough or low surface energy plastic surfaces used in the automotive industry. The product has high initial tack, yet is briefly repositionable, and the adhesion increases to very high ultimate peel strength. The combination of face-stock and adhesive is engineered to be resistant to harsh chemicals commonly found in the automotive and electronics industries.

**Application Surfaces:** LSE plastics, lightly textured surfaces, and oily surfaces to name a few.

**Recommended Thermal Transfer Ribbons:** T68 and T84 resin ribbons

**Regulatory Compliance:**  
RoHS / Regulation 2002/95/EU

	Face Stock	Laminate	Adhesive	Liner
Type	Polyester	Polyester	Permanent Acrylic	Bleached Kraft
Color	Silver	Clear	Clear	White
Caliper	2.0 mil	1.0 mil	1.9-2.1 mil	3.2 mil
Min. Application Temp.	-	-	41°F (5°C)	-
Service Temp. Range	-	-	-40°F to 302°F (-40°C to 150°C)	-
Outdoor Service Life	Two Years			

	Temperature	Humidity	Shelf Life
Recommended Storage Conditions	70°F (21°C)	50% R.H.	Two Years

*NOTE: Due to the variety of application conditions, Electronic Imaging Materials strongly encourages the end-user to do thorough testing of all label products under consideration to make sure they will meet the application requirements.*