



# Labels that Last

## 340 White Polyester for Durable Label Applications

**Description:** This thermal transfer material is made for printing with our durable resin ribbons. The face is scratch resistant, waterproof and will handle occasional exposure to lubricating oil. Testing with household cleaners and mild acid demonstrate no effect to the label or adhesive. The high-performance adhesive is aggressive and permanent, designed to work especially well on glass, metals and high surface energy (HSE) plastics. It will handle up to two years of outdoor exposure. The liner has been specially backcoated to prevent label pick-off, but is not recommended for fanfold applications.

Applications include, but are not limited to, instrument marking, long-term outdoor durable labels, under-the-hood auto parts identification, asset-tracking and post-solder circuit board marking. It has also been tested for autoclaving and pressure-wash applications up to 50°C.

**UL Recognized:**

Marking & Labeling Systems PDGQ2. See EIM UL File #MH48554 for printed labels.  
 Marking & Labeling Components PDGJ12 - See EIM UL File #MH27790 for label materials.

**Compliance:** RoHS and REACH SVHC Candidate List

**Recommended Printing Ribbons:** T68, T80, or T84 Resin for UL Recognized Components

	Face Stock	Adhesive	Liner
Type	Polyester	Permanent	Silicone Paper
Color	White, Gloss	Clear	White
Caliper	0.002 inch	0.0009 inch	0.0031 inch
Basis Weight	42 lb / 3000 sq ft	-	50#
Brightness	75%	-	-
Opacity	90%	-	-
Min. Application Temp	-	32°F (0°C)	-
Service Temp. Range	-	-40°F to 302°F (-40°C to 150°C)	-
Ultimate Tack	-	12 Hours	-

	Temperature	Humidity	Shelf Life
Recommended Storage Conditions	70°F	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.