



# Labels that Last

## 548 Matte White Plastic Label

**Description:** 548 has a matte white thermal transfer printable polyolefin based, clay coated film that is resistant to grease, moisture, and temperature fluctuations. 548 is suitable for indoor or outdoor use. The adhesive is a soft highly aggressive adhesive that provides excellent performance on difficult-to-label substrates, such as tires, wood, and carpet backing. The adhesive seeps into every pore and crevice creating a strong bond with the roughest, most textured surfaces. The adhesive is solvent free making this label an eco-friendly choice. It is recommended to remove the liner from the label to reduce the risk of curl in the facestock.

**NOTE:** Due to the aggressive nature of the adhesive, this material is not recommended for the following:

- Wound onto 1" cores
- Labels smaller than 2.0" x 1.0"
- Auto-apply/dispense applications

**Recommended Printing Ribbons:** T68 & T44

	Face Stock	Adhesive	Liner
Type	Plastic	Permanent Rubber	Silicone Paper
Color	White	Clear	White
Caliper	3.8 mil	2.0 mil	3.1 mil
Min Application Temp	-	10°F (-12°C)	-
Service Temp Range	-	-60°F to 145°F (-51°C to 63°C)	-

	Temperature	Humidity	Shelf Life
Recommended Storage Conditions	72°F (22°C)	50% R.H.	One Year

**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.