



# Labels that **Last**

## 548 Matte White Plastic Label

**Description:** 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.

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 and 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.*

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