



# Labels that Last

## 257 Direct Thermal Plastic

**Description:** This durable high-sensitivity synthetic film is made for high-speed printing and visible-light barcode scanning. It demonstrates good environmental resistance with excellent resistance to oils and good resistance to plasticizers, water and rubbing.

It has an all-temperature adhesive that works especially well in normal to freezer conditions. It works on aluminum, corrugated, fiber drums, glass, HDPE & LDPE, steel and painted enamel, but testing is always recommended. The liner is specially designed for excellent die cutting and label dispensing.

Common applications include retail, shipping and healthcare. It is recommended for only short-term moisture exposure.

**Compliance:** Meets FDA 21 CFR 175.105

	Face Stock	Adhesive	Liner
Type	Plastic	Permanent Acrylic	Bleached Kraft
Color	White	-	-
Caliper	3.2 mil +/- 10%	0.07 mil	2.4 mil
Basis Weight	-	-	40# +/- 10%
Min. Application Temp.	-	-20°F (-29°C)	-
Service Temp. Range	-	-65°F to 200°F (-54°C to 93°C)	-

	Temperature	Humidity	Shelf Life
Recommended Storage Conditions	72°F	35% to 85% 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.