

# Alpha<sup>®</sup> 180 - 3.3

Label Facestock



Alpha<sup>®</sup> 180-3.3 is a 180-sensitivity, non-topcoated direct thermal label facestock designed for short-duration applications in dry environments and where scuff resistance is desirable.

## Key Features

- Non-topcoated product\*
- Scuff resistant
- Imaging speed up to 4 ips
- 180-sensitivity

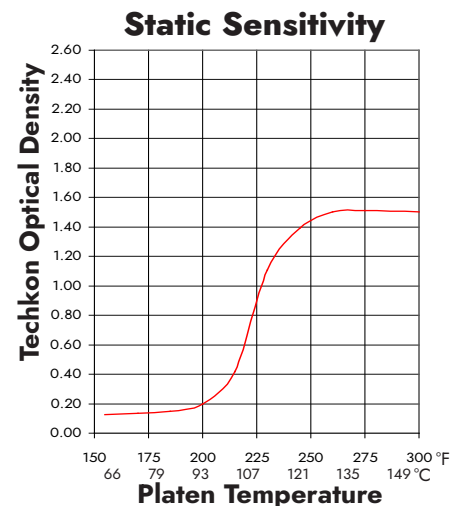
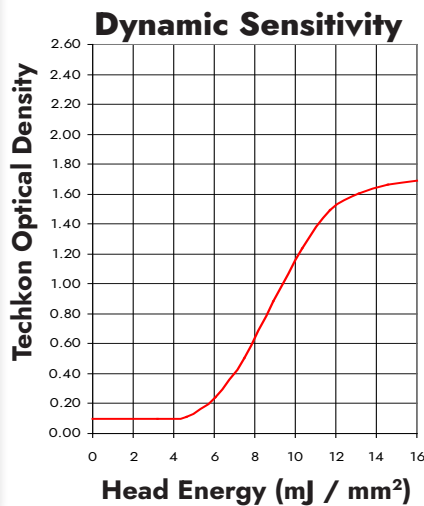
## Applications

- Short-duration labeling
- Distribution and logistics labels



## Product Characteristics

|   |                     |
|---|---------------------|
| <b>Caliper</b>                                    | 3.20 ± 0.2/81.3 ± 5 |
| <b>Basis Weight</b>                               |                     |
| 17 x 22–500 (lbs)                                 | 19.7 ± .98          |
| g/m <sup>2</sup>                                  | 73.9 ± 3.69         |
| <b>Thermal Response - Nominal</b>                 |                     |
| <b>Static</b> (°C ± 5°)                           |                     |
| Initial 0.2 ODU                                   | 86° C               |
| Functional 1.0 ODU                                | 147° C              |
| Maximum 1.01 ODU                                  | 149° C              |
| <b>Dynamic—Atlantek 400</b> (mJ/mm <sup>2</sup> ) |                     |
| Initial 0.2 ODU                                   | 5.2                 |
| Functional 1.0 ODU                                | 8.3                 |
| Maximum 1.50 ODU                                  | 14.6                |
| <b>Brightness</b> (UV Excluded)                   | >83                 |
| <b>Gurley Stiffness Nominal</b> (mg)              | MD 90<br>CD 35      |
| <b>Elmendorf Tear Nominal</b> (g)                 | MD 50<br>CD 55      |
| <b>Tensile</b> (lbs/in)                           | MD 35<br>CD 14      |
| <b>Parker Print Surface</b>                       | <1.65               |



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