

# Alpha<sup>®</sup> Free

## Direct Thermal Solution by Appvion



Alpha Free is a point of purchase and specialty retail grade with good imaging characteristics. This low-caliper product has a white backside, making it suitable for flexographic printing for both front and back.

### LABEL FACESTOCK



### KEY FEATURES

- Made with our Next Generation Technology
- Low-caliper for longer roll lengths
- Lower basis weight reduces freight costs
- Good imaging for short life expectancy

### APPLICATIONS

- Retail market
- Gas stations
- Supermarket

### PRODUCT CHARACTERISTICS

<b>Caliper (mils/μm)</b>	2.4 ± 0.12/60.9 ± 3
<b>Basis Weight</b>	
17 x 22—500 (lbs)	13.2 ± 0.7
g/m <sup>2</sup>	49.6 ± 2.48
<b>Thermal Response - Nominal</b>	
Static (°C ± 5°)	
0.2 ODU	101°C
Maximum Density (ODU)	0.82
Temperature Required	149°C
Dynamic—Atlantek 400 (mj/mm <sup>2</sup> )	
0.2 ODU	5.8
1.0 ODU	10.5
Maximum Density (ODU)	1.3
Energy Required	16.0
<b>Brightness (UV Excluded)</b>	>88
<b>Gurley Stiffness Nominal (mg)</b>	MD 23 CD 8
<b>Elmendorf Tear Nominal (g)</b>	MD 30 CD 35
<b>Tensile (lbs/in)</b>	MD 20 CD 8
<b>Parker Print Surface</b>	<1.6

