

# Alpha<sup>®</sup> 180 - 3.3

A 180-sensitivity, non-topcoated direct thermal label facestock designed for short-duration applications in dry environments and where scuff resistance is desirable.

## LABEL FACESTOCK



## KEY FEATURES

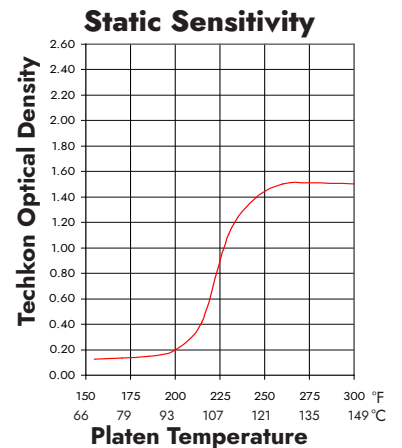
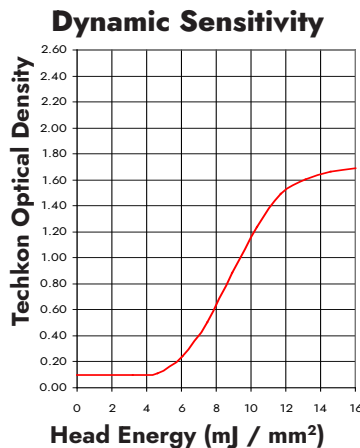
- Non-topcoated product\*
- Scuff resistant
- Imaging speed up to 4 ips
- 180-sensitivity

## APPLICATIONS

- Short-duration labeling
- Distribution and logistics labels

## PRODUCT CHARACTERISTICS

<b>Caliper (mils/μm)</b>	3.20 ± 0.20/81.3 ± 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>	
Static (°C ± 5°)	
0.2 ODU	86
1.0 ODU	147
Maximum Density (ODU)	1.01
Temperature Required	149
Dynamic—Atlantek 400 (mj/mm <sup>2</sup> )	
0.2 ODU	5.2
1.0 ODU	8.3
Maximum Density (ODU)	1.5
Energy Required	14.6
<b>Brightness (UV Excluded)</b>	>83
<b>Gurley Stiffness Nominal (mg)</b>	MD 90 CD 35
<b>Elmendorf Tear Nominal (g)</b>	MD 50 CD 55
<b>Tensile (lbs/in)</b>	MD 35 CD 14
<b>Parker Print Surface</b>	<1.65



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\*Non-topcoat grades are not compatible for offset printing. Do not work with UV overprint varnish. Inks and varnishes can have tendency to develop printhead residue with non-topcoat grades. Testing is recommended to determine suitability. Use of Appvion's direct thermal products in processing, equipment, end-use, or other applications for which they were not intended voids all warranties.

