
Material Specification Sheet

Product:
M-253

Description:
The M-253 features a premium, thermal transfer facestock, clean removal adhesive and a densified liner.

Recommended Applications:
This material is ideal for thermal transfer printing and auto applications.

Facestock:

A premium, coated, smooth, bright white facestock made with thermal transfer paper to create great ribbon compatibility.

	<u>Value</u>	<u>Units</u>
Basis Weight:	47.3	lbs/25X38-500
Caliper:	2.9	mil
Tensile:	MD 26	lbs/in
	CD 17	lbs/in
Tear:	MD 42	grams
	CD 40	grams
Opacity:	88	%
Brightness:	85	%

Adhesive:

A non-toxic paper with removable microsphere adhesive that creates a clean removal with many different reposition properties.

	<u>Value</u>	<u>Units</u>
Caliper:	0.5	mil
Peel: 180 D SS 20 min	0.311	lbs/in
Loop Tack: Stain. Steel	3	oz/ sq in
Minimum Application temp:	20°	Fahrenheit
Service temp:	-10° to +120°	Fahrenheit

Liner:

A white, densified, 41 pound, kraft sheet that has great point to point caliper control.

	<u>Value</u>	<u>Units</u>
Basis Weight:	40.3	lbs/24X36-500
Caliper:	2.4	mil
Tensile:	MD 39	lbs/in
	CD 17	lbs/in
Tear:	MD 32	grams
	CD 39	grams
Opacity:	62	%

Shelf Life:

One year, under standard storage and humidity conditions

PRODUCT DISCLAIMER

All labels and label material constructions are sold with the understanding that the purchaser has independently determined the suitability of each product for the application for which it is purchased. The seller disclaims any implied warranty of fitness of a product for a particular purpose. All materials should be tested thoroughly by the purchaser under end-user conditions to ensure they meet the requirements of a specific application.

