

---

**Material Specification Sheet****Product:**

M-440

**Description:**

A direct thermal paper facestock that has medium sensitivity and is topcoated.

**Recommended Applications:**

This material is recommended for industrial barcode applications and transportation, distribution, and retail labels as well as any applications that require water-based flexographic printing on both sides.

---

**Facestock:**

A direct thermal paper facestock that has great oil resistance and good resistance to alcohol and water. This facestock is best for medium speed printers and applications that require excellent image durability.

	<u>Value</u>	<u>Units</u>	<u>Test Method</u>
Basis Weight	20.6	lbs	TAPPI T-410
Caliper:	3.2	mil	TAPPI T-411
Brightness:	88	%	TAPPI T-525
Smoothness:	1.1	um	TAPPI T-555
Initial Activation Temp:	194 ± 9	°F	
Effective Application Temp:	206 ± 9	°F	
Optimum Activation Temp:	266 ± 9	°F	

**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.

