

## WB-7.7

A high caliper direct thermal ticket facestock compatible with Memjet® dye inkjet technology. Ideal for short runs and quick turnaround printing.

### DIGITAL ENABLED DIRECT THERMAL PRODUCTS



### Key Features

- Memjet dye inkjet coating compatible with thermal printing
- Excellent barcode printing and scanning
- High caliper for quality feel and stiffness

### Applications

- General Ticketing
- High-End Graphic Ticketing
- Custom Ticketing and Tags
- Tradeshow Badges

Use of Appvion's thermal products in processing, equipment, end-use or other applications for which they were not intended voids all warranties.

\*Data listed are preliminary values based on initial production. Final values will be published at a later date.

\*\* Product unvarnished; using a varnish may alter product's performance  
Appvion has transitioned to the Techkon densitometer, from the Gretag densitometer, on December 3, 2019.

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Data is for reference only. May be subject to alterations.

## PRODUCT CHARACTERISTICS

### \*PRELIMINARY DATA

Caliper (mils/μm)	7.67 ± 0.38/194.8 ± 9.7
Basis Weight	
17 x 22-500 (lbs)	46.1 ± 2.3
g/m <sup>2</sup>	173.3 ± 8.7

Thermal Response - Nominal	
Static (°C ± 5°)	
0.2 ODU	93
Maximum Density (ODU)	1.03
Temperature Required	149
Dynamic-Atlantek 400 (mJ/mm <sup>2</sup> )	
0.2 ODU	8.1
Maximum Density (ODU)	1.22
Energy Required	16.0

Brightness (UV Included)	> 105.0
Gurley Stiffness Nominal (mg)	MD 1483 CD 683
Elmendorf Tear Nominal (g)	MD 130 CD 154
Tensile (lbs/in)	MD 75 CD 30
Parker Print Surf	< 2.5

