

# Alpha® 185 E

Label Facestock



Alpha® 185 E is a non-topcoated direct thermal label facestock designed for short-duration, dry environment applications.

## Key Features

- Made with our EarthChem™ chemistry with no added phenols
- Stable chemistry resists pre-imaging in hot environments
- Imaging speed up to 10 ips
- Recyclable

## Applications

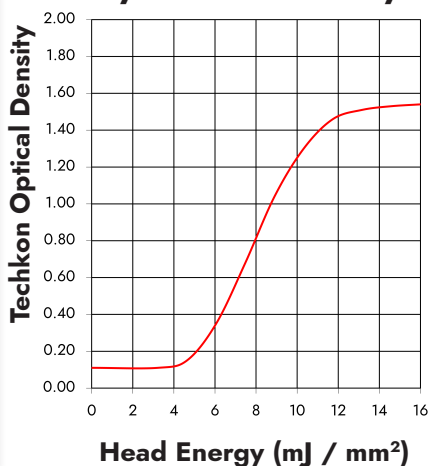
- Cross docking labels
- Grocery weigh scale labels
  - ° Bakery
  - ° Dry goods
- Distribution and logistics labels



## Product Characteristics — Preliminary Data

<b>Caliper</b>	3.2 ± 0.15/81.3 ± 5
<b>Basis Weight</b>	
17 x 22–500 (lbs)	19.5 ± 1
g/m <sup>2</sup>	73.4 ± 3.7
<b>Thermal Response - Nominal</b>	
<b>Static (°C ± 5°)</b>	
Initial 0.2 ODU	96° C
Functional 0.8 ODU	129° C
Maximum 1.0 ODU	149° C
<b>Dynamic—Atlantek 400 (mJ/mm<sup>2</sup>)</b>	
Initial 0.2 ODU	5
Functional 1.0 ODU	8.8
Maximum 1.6 ODU	16
<b>Brightness (UV Excluded)</b>	>80
<b>Gurley Stiffness Nominal (mg)</b>	MD 90 CD 40
<b>Elmendorf Tear Nominal (g)</b>	MD 50 CD 50
<b>Tensile (lbs/in)</b>	MD 35 CD 17
<b>Parker Print Surface</b>	<2

## Dynamic Sensitivity



## Static Sensitivity

