

# PolyTherm® E Hotmelt 300-3.4

Synthetic Label Facestock



PolyTherm® E Hotmelt 300-3.4 is a topcoated, back-barrier coated synthetic direct thermal label facestock engineered for exceptional strength, smoothness, and resistance. Its advanced back coating prevents adhesive migration with hotmelt formulations and ensures reliable performance across general-use applications.

## Key Features

- Made with our EarthChem™ chemistry with no added phenols
- Lightweight synthetic polypropylene base for flexibility and strength
- High durability for demanding applications
- Water- and environmental-resistant for reliable performance
- Produces deep, dark images for superior readability

## Applications

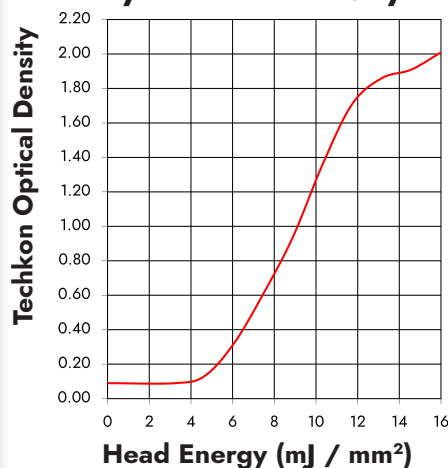
- Airline baggage tags
- Retail shelf labels
- Product labeling
- Industrial labels
- Parking violations
- Ski lift tickets
- Pharmaceutical labels



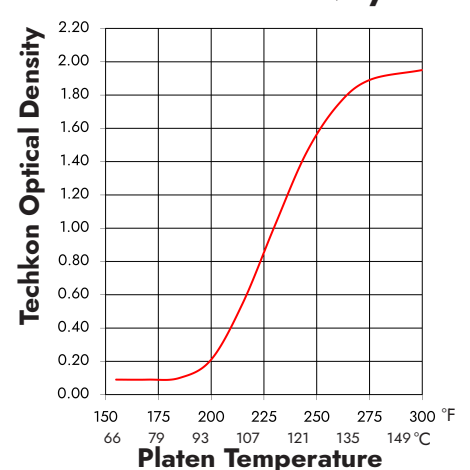
## Product Characteristics — Provisional Data

<b>Caliper</b>	3.4 ± 0.3/86.4 ± 5
<b>Basis Weight</b>	
17 x 22—500 (lbs)	18.4 ± 0.9
g/m <sup>2</sup>	69.2 ± 4.2
<b>Thermal Response - Nominal</b>	
<b>Static (°C ± 5°)</b>	
Initial 0.2 ODU	92° C
Functional 1.0 ODU	110° C
Maximum 1.9 ODU	149° C
<b>Dynamic—Atlantek 400 (mJ/mm<sup>2</sup>)</b>	
Initial 0.2 ODU	5.2
Functional 1.0 ODU	9
Maximum 2.0 ODU	16
<b>Brightness (UV Included)</b>	>84
<b>Gurley Stiffness Nominal (mg)</b>	MD 37 CD 54
<b>Elmendorf Tear Nominal (g)</b>	MD 34 CD 31
<b>Parker Print Surface</b>	<1.7

## Dynamic Sensitivity



## Static Sensitivity



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