

ThermaEndure™ Label 3.0 E

Label Facestock



ThermaEndure™ Label 3.0 E is a next-generation direct thermal facestock engineered for exceptional image durability and longevity. With enhanced resistance to heat, ambient and UV light, oils, and plasticizers, it delivers reliable scan performance in demanding warehouse, RFID, retail, and mobile printing applications.

Key Features

- Made with our EarthChem™ chemistry with no added phenols
- **Heat & Light Resistance:** Maintains performance in environments up to 70°C (158°F)
- **Long-Life Image Durability:** Scannable and human-readable for up to 2 years in typical warehouse environments
- **Printer Compatibility:** Traditional thermal fingerprint supports compatibility across a wide range of direct thermal printers

Applications

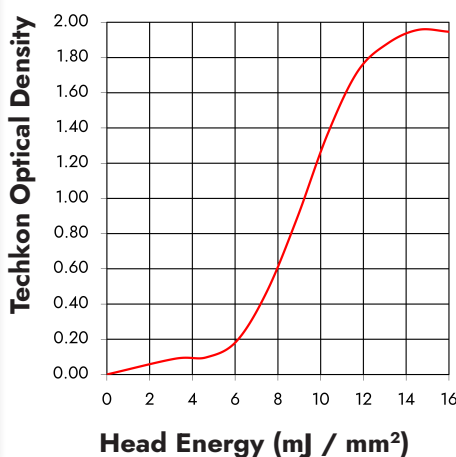
- Warehouse & Logistics Labeling
- Direct Thermal RFID
- Retail Tags & Labels
- Mobile Printing



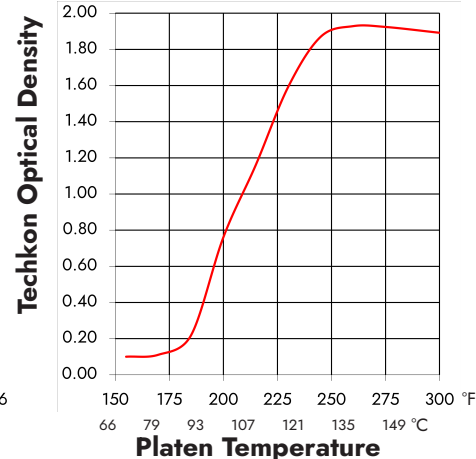
Product Characteristics — In Development

Caliper	3.1 ± 0.39/79 ± 10
Basis Weight	
17 x 22—500 (lbs)	19.1 ± 1
g/m ²	71.6 ± 3.6
Thermal Response - Nominal	
Static (°C ± 5°)	
Initial 0.2 ODU	85° C
Functional 1.0 ODU	98° C
Maximum 1.9 ODU	135° C
Dynamic—Atlantek 400 (mJ/mm ²)	
Initial 0.2 ODU	6.1
Functional 1.0 ODU	9.2
Maximum 1.9 ODU	13.7

Dynamic Sensitivity



Static Sensitivity



©2026 Appvion, LLC. Data is for reference only. May be subject to alterations. *Designed specifically for use in weigh scale applications. Other applications will need further validation. Limited capabilities for wet applications. Use of Appvion's direct thermal products in processing, equipment, end-use, or other applications for which they were not intended voids all warranties.



Appvion, LLC · 825 East Wisconsin Avenue · Appleton, Wisconsin 54911 · (877) 768 — 8399 · appvion.com