

Label & Ribbon Discounters  
7265 Edington Dr.  
Cincinnati, OH 45249

800-289-9932  
www.labeldiscounters.com  
www.ribbondiscounters.com

# Product Data Sheet

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## LRD471 White Direct Thermal Paper

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LRD470 is a non-topcoated white direct thermal paper label stock with a permanent acrylic adhesive, backed with a coated kraft liner.

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### **Face Stock:**

A smooth non-topcoated direct thermal face stock with medium sensitivity thermal coating. It is not infra-red scannable. It is intended for use in dry application. Excellent light stability to resist fading from UV light.

Base Weight (25 X 38): 47.0#/ream  $\pm$  10%  
Caliper: 3.0 mil  $\pm$  10%  
Color: White

Due to the thermographic imaging properties, prolonged exposure to temperatures above 120° F may cause premature imaging. Exposure to contaminants such as water, oils, alcohol, and other liquids can affect the thermal layer.

### **Liner:**

Type: Super Calendered Kraft  
Color: White  
Base Weight: 40.0#/ream  
Caliper: 2.5 mil

### **Adhesive:**

An all temperature acrylic adhesive with good initial tack and high ultimate adhesion.. Excellent adhesion to corrugated and plastic.

Type: Permanent Acrylic  
Caliper: 1 mil  $\pm$  10%  
Service Temperature: -65° F to 160° F  
Application Temperature: -20° F minimum

### **Shelf Life:**

6 months @ 72° F / 50% RH (For best results, material should be imaged and used within three to six months)

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### Product Performance and Suitability

All of the descriptive information and recommendations for the use of LRD products are to be used only as a guide. The furnishing of such information and recommendations shall in no event constitute a warranty of any kind by LRD. All purchasers of LRD products shall independently determine the suitability of the material for the purpose for which it is purchased. No distributor, salesman, or representative of LRD is authorized to give any warranty, guarantee, or to make any representation in addition or contrary to the above.