

# DTM Poly White Matte (PWM)

## Description

DTM Poly White Matte label materials have been designed specifically for use with product labelling, promotional labelling and industrial applications including variable information and requiring photographic colour printing with high resolution image.

## Face Stock

Special coating with a matte finish; PP base film. Suitable for high-resolution and high-speed dye based and pigmented ink jet printing. Resistant to water and many chemicals.

## Adhesive

Acrylic, aggressive, permanent, general purpose adhesive. Clear and non-bleeding. Suitable for applications including apolar and rough surfaces. Improved water resistance and short term removability.

## Liner

Super-calendered kraft with high internal tear resistance.

## Packaging and Shelf Life

Continuous or die-cut label rolls with identification labels. Each label roll is individually packed with a plastic bag. Keep label rolls in their plastic bags, in room temperature, away from direct sunlight and/or heat sources. Under ideal storage conditions, shelf life is two years.

## Product Usage

All DTM Genuine certified InkJet materials are the ideal choice for labels printed on any colour label printer. Proper testing in the final application environment is recommended especially when used near water or chemicals. As with all pressure-sensitive materials, this product should be tested thoroughly with the chosen label printer under end-user conditions to ensure it will meet the requirements of the specific application.

## Technical Specifications

### Face

Weight:	80 ± 6	g/m <sup>2</sup>	ISO 536
Thickness:	120 ± 10	µm	ISO 534

### Adhesive

Loop Tack:	7.5	N	FTM9
Peel Adhesion:	5	N	FTM2

### Liner/Backing

Weight:	60 ± 2	g/m <sup>2</sup>	ISO 536
Thickness:	57 ± 3	µm	ISO 534

### Performance

Minimum Application Temperature:	5°C
Service Temperature:	-20°C to 80°C