

*Signature Series***DIRECT PREMIUM WAX**

Direct Premium Wax is an excellent solution for flexible packaging applications. It prints dark, durable images on a wide variety of both plain and preprinted packaging materials, and delivers crisp graphics and bar codes even at higher print speeds. Direct Premium Wax is part of Sony's complete line of thermal transfer ribbons for flexible packaging printing applications.

Specific Features

- *Delivers a dark, durable image*
- *Prints at high speeds*
- *Compatible with a variety of flexible packaging substrates such as low- and high-density polyethylene, polypropylene, other plastics, paper, cellophane and foil*
- *Features Sony's SmoothCoat™ backcoating which provides unparalleled protection for the thermal transfer printhead*
- *Meets FDA requirements for indirect food contact applications*

Recommended Applications**Retail Package Printing**

Sony's high-quality images make point-of-purchase thermal transfer printing possible.

**Direct Package Printing**

Scratch and smudge resistance make Sony ribbons ideal for direct printing on foil packaging materials.

**Food**

The increase in convenience, health and fresh foods has driven the growth of flexible packaging of food products. Thermal transfer printing is used to economically print lot and date code, special pricing and promotional signage.

**Industrial**

Thermal transfer can replace flexographic in industrial applications such as small part packaging and when printing shorter runs due to its variable imaging capabilities.

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Signature™ Series DIRECT PREMIUM WAX

Ribbon Property		
Description	Specification	Measurement Method
Ink Material	Premium Wax	—
Total Thickness (μm)	8.0 ± 0.4	Micrometer
Base Film Thickness (μm)	4.8 ± 0.4	Micrometer
Ink Thickness (μm)	2.9 ± 0.2	Micrometer
Ribbon Transmission Density	≥ 1.45	Micrometer
Print Density	≥ 1.8	Micrometer

Durability of Printed Image	
Substrate:	Clear polyethylene poly-bag
Print Speed: 4 IPS	Print Density: 1.77
Smudge Resistance:	ANSI B ¹
Test Equipment:	Colorfastness Tester
Conditions:	Smudge Test: 50 cycles @ 500 grams with cotton cloth
¹ Represents the American National Standards Institute (ANSI) Grade measured at the given conditions. Grade levels are A, B, C, D, and F, where A is excellent, B is above average, C is average, D is below average, and F is poor.	

Extreme Temperature Ribbon Storage Stability	
Exposure Period:	3 cycles at each of the following conditions:
Conditions:	-20°C/-4°F for 12 hours
	50°C/122°F for 12 hours
Results:	No change in print quality after each exposure period.

Conversion Chart	
mm to inches ▶ mm ÷ 25.4	Inches to mm ▶ inches ÷ .03937
M to feet ▶ M ÷ .3048	Feet to M ▶ feet ÷ 3.2808
C° to F° ▶ (1.8 x C°) + 32 = F°	F° to C° ▶ F°/1.8 - 17.777 = C°
Square inches to square meters ▶ square meters = MSI ÷ .645	MSI = square meters x .645

Recommended Applications
<i>Retail package printing, direct package printing, food labels, industrial labels.</i>

The information on this data sheet was obtained in Sony Chemicals Corporation laboratories. Measured values may vary slightly when tested in a different environment. Information contained within this document is subject to change without notification.

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1001 Technology Drive
 Mt. Pleasant, PA 15666-1766
 Tel. (724) 696-7500
 FAX: (724) 696-7555
 E-mail: sales_marketing@sonychemicals.com
 F-DPW/899

Visit us at www.sonychemicals.com