

*Signature Series***DIRECT PREMIUM WAX NE**

Direct Premium Wax NE prints a dark, durable image using the new generation of thermal transfer printers equipped with near edge or corner edge printheads. Direct Premium Wax NE's backcoating reduces static and prolongs printhead life. Direct Premium Wax NE is part of Sony's complete line of thermal transfer ribbons for flexible packaging printing applications.

Specific Features

- *Near edge/corner edge applications*
- *Prints excellent images on a wide variety of flexible packaging substrates such as low- and high-density polyethylene, polypropylene, other plastics, paper, cellophane and foil*
- *Prints dark images at high speeds and low energy settings*
- *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.

**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.

**Direct Package Printing**

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

**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 NE

Ribbon Property		
Description	Specification	Measurement Method
Ink Material	Premium Wax	—
Total Thickness (μm)	8.2 ± 0.5	Micrometer
Base Film Thickness (μm)	4.8 ± 0.4	Micrometer
Ink Thickness (μm)	1.4 ± 0.3	Micrometer
Ribbon Transmission Density	≥ 1.2	Densitometer
Print Density	≥ 1.6	Densitometer

Durability of Printed Image	
Substrate:	Clear polyethylene poly-bag
Print Speed: 6 IPS	Print Density: 1.72
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-DPWNE/899

Visit us at www.sonychemicals.com