

## PRODUCT INFORMATION

## MAG-390

### TYPICAL PROPERTIES:

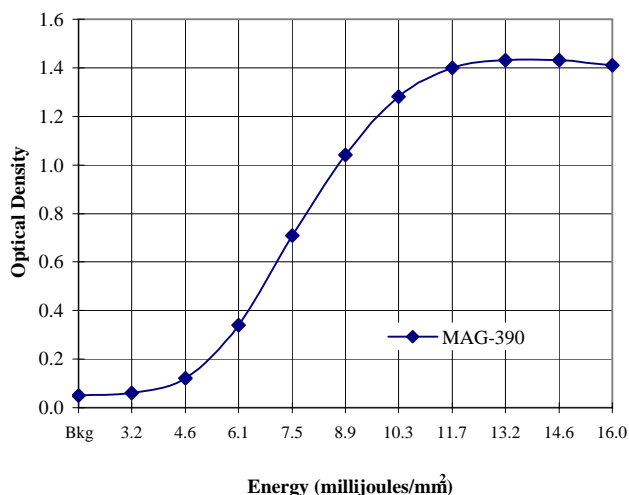
Basis Weight (24x36-500 Sheets)  
 Caliper  
 Brightness  
 Smoothness (Parker Print-surf)  
 Image Color  
 Initial Activation Temperature (O.D.=0.2)  
 Effective Activation Temperature (O.D.=0.8)  
 Optimum Activation Temperature (O.D.=1.3)  
 Resistance to Oils, Plasticizers  
 Resistance to Alcohol  
 24 Hour Water Immersion

Representative Data	Test Method
104# (169 g/m <sup>2</sup> ) Avg	TAPPI T-410
7.2 Mills (183 Microns) Avg	TAPPI T-411
93% Avg	TAPPI T-525
1.9 µm Avg	TAPPI T-555
Black	
176 ± 9°F (80 ± 5°C)	
194 ± 9°F (90 ± 5°C)	
230 ± 9°F (110 ± 5°C)	
Good	
Fair	
Fair	

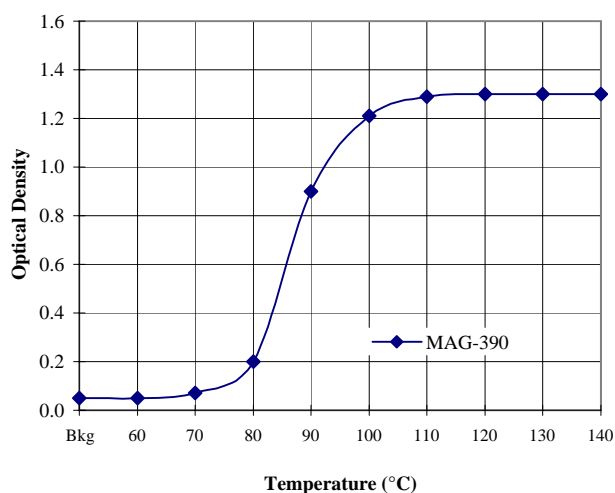
### APPLICATION NOTES:

High sensitivity thermal ticket and tag stock for direct thermal printers. Non-topcoated for economy, but with a unique chemical formulation that produces a stronger more durable image than traditional non-topcoats. Originally designed for print-and-dispose applications, MAG-390 has been finding uses in just about every standard ticket and tag application. It is fully backcoated for slurry magnetic holdout, which improves the press printability as well.

### Dynamic Sensitivity



### Static Sensitivity



### Dynamic Sensitivity: Atlantek 400, Medium Energy (Pattern 4)

The data described in this product information sheet represent product averages and should be utilized only after allowing for accepted industry variances. Vendor shall not be responsible for any liability resulting from any deviation from this information, and all products should be pretested to ensure that products meet all intended requirements of specific end-use application.