

Signature Series™

DIRECT WAX

Direct Wax is an economical, durable ribbon that is exceptionally compatible with poly-bags and other flexible packaging materials. It prints well even at higher speeds and is ideal for applications that are price-sensitive but still require a consistent, high-quality solution. Direct Wax is part of Sony's complete line of thermal transfer ribbons for flexible packaging printing applications.

Specific Features

- Economical
- Prints at high speeds (12 IPS+)
- 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



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.



Retail Package Printing

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

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Ribbon Property		
Description	Specification	Measurement Method
Ink Material	Wax	—
Total Thickness (μm)	7.0 ± 0.8	Micrometer
Base Film Thickness (μm)	4.8 ± 0.4	Micrometer
Ink Thickness (μm)	2.4 ± 0.2	Micrometer
Ribbon Transmission Density	≥ 1.1	Densitometer
Print Density	≥ 1.55	Densitometer

Durability of Printed Image	
Substrate:	Clear polyethylene poly-bag
Print Speed: 4 IPS	Print Density: 1.7
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>Food labels, direct package printing, industrial labels, retail package printing.</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.