



# PRODUCT SPECIFICATIONS



WORTHEN COATED FABRICS LABEL GROUP

## STYLE PS654W

**DESCRIPTION:** Thermal Transfer, Woven Polyester, Denim wash

**SPECIFICATIONS:**

Base Denier: 70  
Total Weight: 2.80 ± 0.20 oz./sq. yd.  
Thickness: 0.0048 ± 0.0005 in.  
Opacity: 90%  
Whiteness: 105  
Tear Strength (MD): 150 ± 80 grams  
Tear Strength (CD): 300 ± 80 grams  
Sheffield Smoothness: 12

**GENERAL:** Coated with urethane on both sides. Suited for conversion into permanent care labels. Meets AATCC IVA wash test requirements. Ravel proof edges. This product has an extra smooth surface on both sides for thermal transfer printing, and exhibits an exceptionally soft hand. The product will remain stable at elevated temperatures of 320 to 340°F for up to 20 min. At these elevated temperature conditions, the product will not curl, stiffen, or discolor significantly.

**Recommended Printing Methods:** Thermal Transfer, Flexography. Offset and Hot Stamp

**ALL VALUES SHOWN ARE AVERAGE VALUES OBTAINED FROM COMMERCIAL PRODUCTION. THEY ARE INTENDED AS A GUIDE TO PRODUCT PROPERTIES AND NOT TO BE REGARDED AS SHIPPING SPECIFICATIONS.**



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