

PrintRite™ DP 544N Direct Thermal Coating

Ready-to-use Direct Thermal Print Coat

PrintRite™ DP 544N is a multifunctional coating designed for direct thermal printing when applied to paper or film. It can be used with or without a top-coating depending on the level of durability required for the application. PrintRite DP 544N are best applied via narrow web anilox up to wide web gravure coaters. PrintRite DP 544N is a premium coating and has higher print density and thermal response compared to PrintRite DP 541N. Coat Weight: Starting coat weight of approximately 3 to 6.5 gsm² (2-4#/3M SF). User should evaluate results to determine actual coat weight required for their application. Print density will increase with higher coat weight.

FEATURES AND BENEFITS

- Direct Thermal Printing
- High Optical Density
- High Print Quality
- Matte
- Range of compatible substrates

CHARACTERISTICS

Characteristic Name	Value
Appearance	Milky white liquid
Brookfield Viscosity (cps)	100 to 700
Density (g/cc @ 25 °C)	1.136
Density (lb/gal @ 25 °C)	9.45
Solids (wt %)	38.0 to 41.0%
VOC Content	< 0.1% by weight
pH Value	7.0 to 9.0

REGULATORY

- Ultra Low VOC⁵

⁵Suitable for coating formulations where less than 50 g/l VOC (US EPA Method 24) or 25 g/l VOC (ISO 11890-1, Method 2) is desired based on calculations.

APPLICATIONS

- Packaging Coatings
- Digital Printing Coatings

AVAILABLE REGIONS

- Asia Pacific
- EMEAI
- Latin America
- North America

REGULATORY STATUS

Please see the product's current material safety data sheet, SDS, for regulatory information. You can request an SDS at www.lubrizol.com/coatings.

Should you have questions on additional topics, please feel free to contact your Lubrizol representative or one of our regional Customer Assistance groups listed here:

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