

## HeatSoft™ PREMIUM (ESM-HTMP) Polyurethane Heat Transfer Material Specifications

### Product Overview

Roland HeatSoft™ PREMIUM (ESM-HTMP-75-20/30) is a printable heat transfer media with a water-based coating that has superior stretchability. It features a soft hand and true matte finish that yield high quality prints. This smooth, lightweight and durable product is also ideal for heat sensitive garments because of its low temperature application. HeatSoft PREMIUM can be heat applied as low as 250°F (120°C). Use ESM-HTMP on cotton, polyester, cotton/poly blend and Spandex/Lycra®. It can withstand up to 50 wash cycles. It is extremely easy to weed and easily transferred by lifting the graphic off its backing liner with Roland PTM2 heat transfer mask and applying it to the clothing item or accessory. HeatSoft PREMIUM is compatible with Roland's eco-solvent inks and all Roland eco-solvent printers and printer/cutters.

### At a Glance

Face: 3.5 mil Polyurethane film  
Finish: Matte  
Shelf Life: 1 Year  
Certification: CPSIA

Ink Compatibility: TrueVIS Series, Eco-Sol MAX Series, EJ  
VersaWorks Profile: ESM-HTMP  
Available Sizes: 20" x 25Y, 30" x 25Y  
Actual Widths: 19.6", 29.5"

### Applications

Performance wear  
Sports jerseys, hats and caps

T-shirts, sweatshirts and jackets  
Bags and totes

### Specifications

Total Caliper: 218.5 microns (film and liner)  
Finish: Matte  
Opacity: ≥ 90%  
Gloss Level: 7 – 8 at 185°F  
Liner: Polyester (recyclable)

Ink Compatibility: TrueVIS Series, Eco-Sol MAX Series, EJ  
Durability: Up to 50 wash cycles with mild detergent  
Available Sizes: 20" x 25Y, 30" x 25Y  
Core Diameter: 3"  
Shelf Life: 1 Year

### Part Numbers

ESM-HTMP-75-20: 20" x 75'  
ESM-HTMP-75-30: 30" x 75'

### Storage Conditions

HeatSoft™ PREMIUM (ESM-HTMP) Polyurethane Heat Transfer Material should be handled with care to prevent surface contamination that may affect the printable surface of the product. This polyurethane film should be processed and stored in an environment of 65° - 75° F (18° - 24° C) and 30 - 50% relative humidity (non-condensing) that is clean, relatively dust-free and away from direct sunlight. It is recommended to store this product in its original packaging in a cool dry area until ready for use. If storage conditions are outside the recommended operating ranges, allow the material to acclimate to the production environment for at least 24 to 48 hours before use.

### Roland Certified Media Guarantee

This product is sold for the usage of the applications stated in this document. The product is free of defects, and produces vibrant, printed graphics when used with Roland's TrueVIS Series, Eco-Sol MAX Series, and EJ inks.

Imagine.