

## HeatSoft™ PLUS (ESM-HTM3) Polyurethane Heat Transfer Material Specifications

### Product Overview

Roland HeatSoft™ PLUS (ESM-HTM3-75-54/30/20) is an inkjet-printable, polyurethane heat transfer media that images beautifully and stretches and weeds easily. Extremely versatile, HeatSoft PLUS makes transferring graphics to cotton, polyester and poly blend, in addition to spandex/Lycra® and leather, quick and easy. HeatSoft PLUS transfer material helps produce customized apparel and accessories with a soft hand, vibrant color and exceptional detail. Capable of withstanding up to 50 wash cycles, it also offers unsurpassed durability. HeatSoft PLUS is 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 PLUS is compatible with Roland's eco-solvent inks and all Roland eco-solvent printers and printer/cutters.

### At a Glance

Face: 2.95 mil Polyurethane film  
Finish: Gloss  
Shelf Life: 1 Year  
Certification: CPSIA

Ink Compatibility: TrueVIS, Eco-Sol MAX and MAX 2 inks  
VersaWorks Profile: ESM-HTM3  
Available Sizes: 20" x 25Y, 30" x 25Y and 54" x 25Y  
Actual Widths: 19.6", 29.5", 54"

### Applications

T-shirt, sweatshirt and jacket appliques  
Sports jerseys

Hats and caps  
Bags and totes

### Specifications

Total Caliper: 205 microns (film and liner)  
Finish: Gloss  
Opacity: ≥ 90%  
TRI-Gloss Levels: 2.8 @20°, 17.4 @60°, 66.4 @85°  
Liner: Polyester

Ink Compatibility: TrueVIS Eco-Sol MAX® and MAX® 2  
Durability: Up to 50 wash cycles with mild detergent  
Available Sizes: 20" x 25Y, 30" x 25Y and 54" x 25Y  
Core Diameter: 3"  
Shelf Life: 1 Year

### Part Numbers

ESM-HTM3-75-20 20" x 75'  
ESM-HTM3-75-30 30" x 75'  
ESM-HTM3-75-54 54" x 75'

### Storage Conditions

HeatSoft™ Plus ESM-HTM3 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, Eco-Sol MAX and Eco-Sol MAX 2 inks.

Imagine.

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