

ABSTRACT OF THE DISCLOSURE

Provided is a fixing member for a heat fixing apparatus which can further improve utilization efficiency of heat for heat fixing of an unfixed toner. A fixing member having an endless belt shape includes a substrate and an elastic layer on the substrate, wherein the elastic layer includes silicone rubber and a filler dispersed in the silicone rubber, and when a thermal conductivity of the elastic layer in a thickness direction is defined as λ_{nd} , a thermal conductivity of the elastic layer in a circumferential direction is defined as λ_{td} , and a thermal conductivity of the elastic layer in a width direction is defined as λ_{md} , λ_{nd} is 1.30 W/(m · K) or more, and λ_{nd} , λ_{td} , and λ_{md} satisfy a relationship as shown below $\lambda_{nd} > \lambda_{md} > \lambda_{td}$.

[Figure 1]