

ABSTRACT OF THE DISCLOSURE

A toner exhibiting good fixing performances even at a high process speed is formed of a binder resin, a wax and a colorant. The toner is especially characterized by visco-elastic properties including:

5 (a) a storage modulus G' (160°C) of $8.0 \times 10^2 - 1.2 \times 10^4$ Pa at 160°C , (b) a loss modulus G'' (160°C) of $4.0 \times 10^2 - 6.0 \times 10^3$ Pa at 160°C , (c) a loss tangent $\tan\delta$ (160°C) = G'' (160°C)/ G' (160°C) of 0.1 - 1.5 at 160°C ,

10 (d) a storage modulus G' (190°C) of $6.0 \times 10^2 - 1.6 \times 10^4$ Pa at 190°C , (e) a loss modulus G'' (190°C) of $2.0 \times 10^2 - 4.0 \times 10^3$ Pa at 190°C , (f) a loss tangent $\tan\delta$ (190°C) = G'' (190°C)/ G' (190°C) of 0.05 - 1.2 at 190°C , (g) G' (160°C)/ G' (190°C) = 0.5 - 2.0,

15 and (h) $\tan\delta$ (160°C) > $\tan\delta$ (190°C).

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