Claims

1. A fixing member (100) having an endless belt shape, the fixing member (100) comprising a substrate (3) and an elastic layer (4) on the substrate (3),

wherein the elastic layer (4) includes silicone rubber and a filler dispersed in the silicone rubber, and

when a thermal conductivity of the elastic layer (4) in a thickness direction is defined as λnd, a thermal conductivity of the elastic layer (4) in a circumferential direction is defined as λtd, and a thermal conductivity of the elastic layer (4) in a width direction is defined as λmd,

λnd is 1.30 W/(m · K) or more, and characterized in that

λnd, λtd, and λmd satisfy a relationship shown by the following Expression (a),

Expression (a): $\lambda nd > \lambda md > \lambda td$.

2. The fixing member (100) according to claim 1, wherein λnd and λtd satisfy a relationship shown by the following Expression (b),

Expression (b): $\lambda nd \times 0.9 \geq \lambda td$.

3. The fixing member according to claim 1 or 2, wherein a ratio of a total volume of the filler in the elastic layer (4) to a volume of the elastic layer (4) is 30% or more and 60% or less.

4. The fixing member according to claim 1 or 2, wherein the filler is at least one selected from the group consisting of alumina, zinc oxide, metallic silicon, silicon carbide, and magnesium oxide.

5. The fixing member (100) according to claim 1 or 2, wherein the elastic layer (4) has an elastic modulus of 0.20 MPa or more and 1.20 MPa or less.

6. A heat fixing apparatus comprising a heating member (11) and a

pressure member (12) disposed opposite to the heating member (11),

wherein the heating member is the fixing member (100) according to any one of claims 1 to 5.

7. The heat fixing apparatus according to claim 6 further comprising a heating unit (13) which heats the substrate (3) of the fixing member (100).

8. The heat fixing apparatus according to claim 7, wherein the heating unit (13) is an induction heating unit, and the substrate (3) of the fixing member (100) is a member which is heated by induction heating.

9. The heat fixing apparatus according to claim 8, wherein the substrate (3) includes at least one selected from the group consisting of nickel, copper, iron, and aluminum.

10. The heat fixing apparatus according to claim 7, wherein the heating unit (13) is a heater disposed in contact with an inner peripheral surface of the substrate (3) of the fixing member (100).