

ABSTRACT

It is an object of the present invention to provide a heat reversible recording medium and the like having a high processing speed, capable of sufficiently deleting an image even when being heated with a thermal head for a minimum time of several milli seconds, capable of keeping a sufficient deleting property with an elapsed time after the image forming without changing a deleting energy , and capable of forming the image that is excellent in storing property, contrast, visibility and the like even after being left at a high temperature for a long time. The heat reversible recording medium of the present invention comprises a heat sensitive layer which comprises a resin and an organic low molecular compound, and has a transparency which is reversibly variable depending on a temperature. The heat reversible recording medium of the present invention has at least one of the following characteristics: (1) the heat sensitive layer has a glass transition temperature change of -10°C to 5°C , and a transparency temperature width of 30°C or more, (2) the above resin comprises an acrylic polyol resin, and the heat sensitive layer has a glass transition temperature change of -10°C to 5°C , (3) the above resin comprises an acrylic resin, and the heat sensitive layer has a transparency temperature width of 40°C or more, and (4) the above resin comprises an acrylic polyol resin, and the heat sensitive layer has a transparency temperature width of 30°C or more.