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(21) International Application Number: PCT/US97/13394 (22) International Filing Date: 29 July 1997 (29.07.97) (30) Priority Data: 08/705,349 11 September 1996 (11.09.96) US (71) Applicant: MOBIL OIL CORPORATION [US/US]; 3225 Gallows Road, Fairfax, VA 22037 (US). PLS CHECK P.C.S. (72) Inventors: LU, Pang-Chia; 86 Stuyvesant Road, Pittsford, NY 14534 (US). MUSCLOW, Gordon, Leonard; 114 Blackwell Lane, Henrietta, NY 14467 (US). (74) Agents: SINNOTT, Jessica, M. et al.; Mobil Oil Corporation, 3225 Gallows Road, Fairfax, VA 22037 (US).		(81) Designated States: AU, BR, CA, CN, JP, KR, SG, VN, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published With international search report.
(54) Title: THERMAL TRANSFER PRINTING INCORPORATING A COATING FOR PRINTABLE PLASTIC FILMS (57) Abstract A process for thermal transfer printing on plastic films incorporating a coating composition is provided. The process includes providing plastic film having a coating composition including a binder of a polymer and/or copolymer of carboxylic acid containing vinylic unsaturation, at least one finely divided particulate filler, and a surface active agent. A thermographic element such as a ribbon which includes a dye layer is then heated in the form of an image to be printed onto the plastic film, with the heating causing the dye layer to melt in the form of the image. The plastic film coated with the coating composition is contacted with the thermographic ribbon, and the dye layer is transferred from the ribbon to the plastic film. Such thermal transfer printing on coated plastic films provides for a multitude of uses such as plastic labels for outdoor use.		

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