

**RECEIVING ELEMENT FOR ELECTROSTATIC PRINTING
ABSTRACT OF THE DISCLOSURE**

A liquid toner printable thermoplastic film is provided. The film is coated with an ethylene-acrylic acid copolymer based coating capable of receiving electrostatic imaging with liquid toner. Optionally, the coating contains acrylic polymer. In a specific embodiment, the coating includes a major proportion of ethylene-acrylic acid and minor amounts of filler such as talc and silica. The coating can also include wax and/or pigment such as titanium dioxide. In a further embodiment, the carboxylate groups of the copolymer are neutralized with metal ions from Group Ia, IIa or IIb of the Period Table of the Elements, specifically, sodium. Label stock structures are also described.

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