Technical Data Sheet

BRADY B-7513 THERMAL TRANSFER PRINTABLE GLOSSY WHITE POLYESTER LABEL STOCK WITH A GENERAL PURPOSE PERMANENT ADHESIVE

TDS No. B-7513
Effective Date: 05/29/2015

Description:

GENERAL

Print Technology: Thermal transfer
Material Type: Polyester
Finish: Glossy white
Adhesive: Permanent pressure sensitive acrylic adhesive

APPLICATIONS

Component/Equipment ID, Barcoding, Asset tracking, rating plates, general ID

RECOMMENDED RIBBONS

Brady series R6000 Halogen Free
Brady series R7961 and R7964 (alternates)

MINIMUM APPLICATION TEMPERATURE

5°C (41°F)

REGULATORY

Brady B-7513 is RoHS compliant to RoHS directive 2011/65/EU

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D1000	
	- Substrate	0.050 mm (0.002 inch)
	- Adhesive	0.019 mm (0.00075 inch)
	- Total	0.069 mm (0.00275 inch)
Adhesion to:	ASTM D1000	
- Stainless Steel	20 minute dwell	35 N/100mm (32 oz/inch)
	24 hour dwell	59 N/100mm (54 oz/inch)
- Polypropylene	20 minute dwell	33 N/100mm (30 oz/inch)
	24 hour dwell	30 N/100mm (28 oz/inch)
- Smooth Acrylic Powder Coated Aluminium	20 minute dwell	49 N/100mm (45 oz/inch)
	24 hour dwell	52 N/100mm (48 oz/inch)

Performance properties tested on B-7513 printed with Brady Series R6000 Halogen Free, R7961 and R7964 thermal transfer ribbons. Printed samples of B-7513 were laminated to aluminium and allowed to dwell 24 hours before exposure to the indicated environmental conditions. Unless noted, results are the same for the tested ribbons.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
High Service Temperature	30 days at 120°C (248°F) 30 days at 150°C (302°F)	No visible effect Slight yellowing
Low Service Temperature	30 days at -40°C (-40°F)	No visible effect
Humidity Resistance	30 days at 37°C (99°F), 95% R.H.	No visible effect
UV Light Resistance	30 days in Xenon Test Chamber	No visible effect
Weatherability	ASTM G154 30 days in QUV	No visible effect
Abrasion Resistance	Taber Abraser , CS-10 grinding wheels, 250 g/arm, 100 cycles (Fed.Std. 191A, Method 5306)	R6000 halogen free: no visible effect R7961: complete print removal R7964: moderate print removal but print remains legible

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE

Samples were printed with Brady Series R6000 Halogen Free, R7961 and R7964 thermal transfer ribbons.
Printed samples were laminated to aluminium panels and allowed to dwell 24 hours prior to testing.
Test conducted at room temperature. Testing consisted of 30 minute immersions in the specified test fluid.
After immersion the samples were rubbed 10 times with cotton swabs saturated with the test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE						
	EFFECT TO LABEL STOCK	EFFECTS TO PRINTED IMAGE					
		R6000 Halogen Free		R7961		R7964	
		WITHOUT RUB	WITH RUB	WITHOUT RUB	WITH RUB	WITHOUT RUB	WITH RUB
Isopropanol	No visible effect	1	2	1	3	1	1
N-hexane	No visible effect	1	1	1	1	1	1
Toluene	No visible effect	1	5	2	5	1	2
Deionized water	No visible effect	1	1	1	1	1	1
Acetone	No visible effect	1	5	3	5	5	5
Methyl Ethyl Ketone (MEK)	No visible effect	1	5	2	5	4	5
10% H_2SO_4	No visible effect	1	1	1	1	1	1
5% NaOH	No visible effect	1	1	1	1	1	1
Skydrol® 500B-4	No visible effect	1	5	1	5	5	5
Ethanol	No visible effect	1	2	1	4	1	1
ASTM#3 oil	No visible effect	1	1	1	5	1	4
Diesel	No visible effect	1	1	1	1	1	1
Gasoline	No visible effect	1	1	1	5	1	1
DOT-4 brake fluid	No visible effect	1	5	1	5	3	5

Rating Scale:
1= no visible effect
2= slight smear or print removal, detectable but minimal smear
3= moderate smear or print removal (print still legible)
4= severe smear or print removal (print illegible or just barely legible)
5= complete print and/or topcoat removal

Product testing, customer feedback and history of similar products support a customer performance expectation of at least two years from the date of receipt for this product as long as this product is stored in its original packaging in an environment below 80°F (27°C) and 60% RH. We are confident that our product will perform well beyond this time frame. However, it remains the responsibility of the user to assess the risk of using such product. We encourage customers to develop functional testing protocols that will qualify a product's fitness for use in their actual applications.

Trademarks:
ASTM: American Society for Testing and Materials (U.S.A.)
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Note: All values shown are averages and should not be used for specification purposes.
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