

BRADY B-7544 THERMAL TRANSFER PRINTABLE POLYESTER LABEL STOCK IN CENTRAL OFFICE WHITE COLOUR

TDS No. B-7544
Effective Date: 10/04/2011

Description:

GENERAL

B-7544 is a thermal transfer printable polyester made in central office white colour with a permanent acrylic pressure sensitive adhesive.

APPLICATIONS

B-7544 is designed for general identification purposes (telephone systems).

SPECIAL FEATURES

B-7544 gives a high printing quality for barcodes, alphanumerics, graphic symbols and logos.

RECOMMENDED RIBBONS

The recommended ribbon is Brady Series R-7961 thermal transfer ribbon.

ROHS Environmental Compliance

Brady B-7544 is RoHS compliant using EU Directive 2002/95/EC.

Details:

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total	0.102 mm (0.0040 inch) 0.0254 mm (0.0010 inch) 0.127 mm (0.0050 inch)
Drop Shear	PSTC - 7	50 hours
Tack	ASTM D 2979 Polyken™ Probe Tack (1 sec dwell, 1cm/sec separation)	350 g (12 oz)
Adhesion to: - Stainless Steel	KS 22002 90 degree peel - 2 hours dwell - 30 days at 95% R.H., 32° C (90° F) - 30 days at 82° C (180° F)	40 N/100 mm (37 oz/inch) 76 N/100 mm (70 oz/inch) 70 N/100 mm (64 oz/inch)
- Stainless Steel	ASTM D 1000 180 degree peel 24 hours dwell	72 N/100 mm (66 oz/inch)

Performance properties tested on B-7544 printed with R-7961 ribbon using BradyPrinter™ THT model 300X thermal transfer printer. Printed samples were laminated to aluminium and allowed to dwell 24 hours before exposure to the indicated environments.

PERFORMANCE PROPERTIES	TEST METHOD	VISUAL CHANGE
Abrasion Resistance	Method 5306 US fed test CS 10 wheels, 250g, 100 cycles	Pass
Humidity Resistance	30 days humidity chamber at 38° C (100° F) and 95% R.H.	No visible effect
U.V. Light Resistance	30 days in U.V. light chamber	No visible effect

PERFORMANCE PROPERTIES	CHEMICAL RESISTANCE
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Samples printed with BradyPrinter™ 300X using a R-7961 thermal transfer ribbon. Samples laminated to aluminium panels and allowed to dwell 24 hours prior to testing. Test was conducted at room temperature. Testing consisted of five cycles of 10 minutes immersion in the specified chemical reagent followed by 30 minute recovery periods. After final immersion samples

were rubbed 10 times with a cotton swab saturated with test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE	
	VISUAL CHANGE AFTER IMMERSION	VISUAL CHANGE AFTER ADDITIONAL RUB
Water	No visible effect	No visible effect
Soft Soap	No visible effect	No visible effect
Sulphuric Acid 5%	No visible effect	No visible effect
Sodium Chlorid 5%	No visible effect	No visible effect
Sodium Hydroxide 10%	No visible effect	No visible effect
Alcohol mixture*	No visible effect	No visible effect
Isopropanol	No visible effect	No visible effect
Petroleum ether	No visible effect	No visible effect
1,1,1-Trichloroethane	No visible effect	Printing removed
Skydrol® B4	No visible effect	Printing removed
Ethyl Acetate	No visible effect	Printing removed
n-hexane	No visible effect	No visible effect
Methylene Chloride	Label destroyed	Label destroyed
Shell oil diala-oeI-D	No visible effect	No visible effect

*Alcohol mixture: mixture of 50% ethanol, 30% methanol, 20% distilled water.

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:

BradyPrinter™ is a trademark of Brady Worldwide, Inc.

Polyken™ is a trademark of Testing Machines Inc.

Skydrol® is a registered trademark of the Monsanto Company

Sunlighter™ is a trademark of the Test Lab Apparatus Company

ASTM: American Society for Testing and Materials (U.S.A.)

PSTC: Pressure Sensitive Tape Council (U.S.A.)

Note: All values shown are averages and should not be used for specification purposes.

Test data and test results contained in this document are for general information only and shall not be relied upon by Brady customers for designs and specifications, or be relied on as meeting specified performance criteria. Customers desiring to develop specifications or performance criteria for specific product applications should contact Brady for further information.

Product compliance information is based upon information provided by suppliers of the raw materials used by Brady to manufacture this product or based on results of testing using recognized analytical methods performed by a third party, independent laboratory. As such, Brady makes no independent representations or warranties, express or implied, and assumes no liability in connection with the use of this information.

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