

## BRADY B-744 INKJET AND LASER PRINTABLE SIGNS

TDS No. B-744

Effective Date: 11/15/2010

### **Description:**

Brady B-744 is a polyester film with an acrylic pressure sensitive adhesive and a printable coating specially formulated for use with inkjet and laser printers.

### **Details:**

### **Use:**

B-744 is designed for printing signs and labels used for safety, maintenance and general markings within a facility. B-744 is not recommended for outdoor applications.

### **Special Properties:**

As a material formulated for inkjet and laser printers, B-744 provides excellent print resolution, good smudge resistance, and moderate to high temperature performance.

### **Adhesive Type:**

Pressure sensitive acrylic.

### **Substrate Type:**

Polyester.

### **Standard Material Colors:**

White, yellow and orange.

### **Adhesive Properties:**

Adhesion to Steel (PSTC-1)

15 Minute Dwell (Avg.) -- 44 oz/in. (48 N/100mm)

Ultimate Dwell (72 hrs.) -- 56 oz/in. (61 N/100mm)

Tack (ASTM D2979)(Avg.) -- 376g (3.6N)

Drop Shear (PSTC-7)(Avg.) -- 1 hr.

### **Thickness (PSTC-33):**

Total: 0.0034 in. (0.086 mm)

### **Tensile Strength (PSTC-31):**

Break -- 20 lbs/in. (350 N/100mm)

### **Elongation (PSTC-31):**

Break -- 70%

### **Abrasion Resistance (Method 5306 of U.S. Federal Test Method Std. No. 191A):**

CS-10 wheels, 250g wts.

Ink withstands up to 2,750 cycles

Preprint withstands up to 7,500 cycles

Substrate withstands over 20,000 cycles

### **Minimum Application Temperature:**

0°F (-18°C)

### **Service Temperature:**

-40°F to 194°F (-40°C to 90°C)

### **Chemical Resistance:**

No exposure recommended unless overlaminated.

### **Average Outdoor Durability:**

Not recommended for outdoor use.

## **B-744 WITH 2 MIL POLYESTER OVERLAMINATE**

**Thickness (PSTC-33):**

Total: 0.006 in. (0.15 mm)

**Tensile Strength (PSTC-31):**

Break -- 100 lbs/in. (1750 N/100mm)

**Elongation (PSTC-31):**

Break -- 45%

**Abrasion Resistance (Method 5306 of U.S. Federal Test Method Std. No. 191A):**

CS-17 wheels, 1000g wts.

Overlaminates withstood 2,500 cycles.

**Service Temperature:**

-40°F to 194°F (-40°C to 90°C)

**Outdoor Durability:**

Not recommended for outdoor use.

**Chemical Resistance (with 2 mil polyester overlaminates):**

REAGENT	7 DAY IMMERSION	DIP TEST	RUB TEST
30% Sulfuric Acid	NE	NE	NE
10% Sulfuric Acid	NE	NE	NE
30% HCl	NE	NE	NE
10% HCl	NE	NE	NE
50% NaOH	NE	NE	NE
10% NaOH	NE	NE	NE
Methyl Ethyl Ketone	F	NE	NE
Acetone	F	NE	NE
1,1,1-Trichloroethane	F	NE	NE
Methanol	NE	NE	NE
IPA (Isopropanol)	F	NE	NE
ASTM #3 Oil	NE	NE	NE
SAE 20 Oil	NE	NE	NE
Alconox®	NE	NE	NE
Toluene	F	F	NE
Mineral Spirits	F	NE	NE
Glacial Acetic Acid	F	F	NE
5% Acetic Acid	NE	NE	NE
Diesel Fuel	F	NE	NE
Heptane	F	NE	NE
Cellosolve Acetate	F	NE	NE
Conc. Ammonia	NE	NE	NE
10% Ammonia	NE	NE	NE
Turpentine	F	NE	NE
Kerosene	F	NE	NE
Water	NE	NE	NE
Gasoline	F	NE	NE

NE = No Effect

NT = Not Tested

F = Failed (affected sample)

7 Day Immersion: Immersed in reagent for 7 days.

Dip Test: Five 10 minute dips in reagent with 30 minute recovery.

Rub Test: Rubbed sample for 1 minute with swab soaked in reagent.

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:**

Alconox® is a registered trademark of Alconox Co.

Signmark® is a registered trademark of Brady Worldwide, Inc.

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

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

SAE: Society of Automotive Engineers (U.S.A.)

All S.I. Units (metric) are mathematically derived from the U.S. Conventional Units.

**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.

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