

BRADY B-7531 THERMAL TRANSFER PRINTABLE METALLIZED POLYESTER LABEL STOCK

TDS No. B-7531
Effective Date: 17/12/2019

Description:

GENERAL

Print Technology: Thermal transfer

Material Type: Metallized Polyester

Finish: Matte

Adhesive: Permanent acrylic

APPLICATIONS

Brady B-7531 is designed for general identification purposes. B-7531 gives good printing quality for barcodes, alphanumerics, graphic symbols and logos.

RECOMMENDED RIBBONS

- Brady Series R7950
- Brady Series R4300
- Brady Series R7960
- Brady Series R7961

REGULATORY/AGENCY APPROVALS

UL: Brady B-7531 is a UL Recognized component label when printed with the Brady Series R4300, the Brady Series R7950, the Brady Series R7960 and the Brady Series R7961. See UL file MH 17388. UL information can be accessed online at UL.com in the UL Product iQ area.

CSA: Brady B-7531 is CSA Accepted to C22.2 No.0.15-15 Adhesive Labels Standard when printed with the Brady Series R7950, the Brady Series R7960 and the Brady Series R7961. See CSA record 28736 for specific details. CSA information can be accessed online at csagroup.org/testing-certification/product-listing.

For information on the Weee-RoHS compliance status for a Brady Product go to one of the following websites:

- In Canada: www.bradycanada.ca/weee-rohs
- In Europe: www.bradyeurope.com/rohs
- In Japan: www.brady.co.jp/products/labelsuse/rohs
- All other regions: www.bradyid.com/weee-rohs

SPECIAL FEATURES

Brady B-7531 meets the requirements of a halogen-free material per DIN VDE 0472 part 815.

Details:

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total (excluding liner)	0.065 mm (0.0025 inch) 0.015 mm (0.0006 inch) 0.080 mm (0.0031 inch)
Tensile strength	PSTC-31	275 N/100 mm (234 oz/inch)
Elongation	PSTC-31	60 %
Drop Shear	PSTC-7	9 hours
Tack	ASTM D 2979 Polyken™ Probe Tack (0.5 sec dwell, 1 cm/sec separation)	250 g (9 oz)
Adhesion to:	ASTM D 1000	
- Stainless steel	20 min dwell 24 hours dwell	50 N/100 mm (46 oz/inch) 70 N/100 mm (64 oz/inch)

- Polypropylene	20 min dwell 24 hours dwell	24 N/100 mm (22 oz/inch) 30 N/100 mm (27 oz/inch)
- Textured ABS	20 min dwell 24 hours dwell	9 N/100 mm (8 oz/inch) 23 N/100 mm (21 oz/inch)
Abrasion Resistance *	Method 5306 US Fed Std. 191A 100 cycles R7950 (CS10 + 250 g) (CS10 + 500 g) R7960 (CS10 + 250 g) (CS10 + 500 g) R7961 (CS10 + 250 g) (CS10 + 500 g)	Moderate Fading Severe Fading Moderate Fading Severe Fading Slight Fading Slight Fading

* All samples are still legible after abrasion testing

Performance properties tested on B-7531 printed with the Brady Series R7950, the Brady Series R7960 and the Brady Series R7961 thermal transfer ribbons. Printed samples were laminated to aluminium and allowed to dwell 24 hours before exposure to the indicated environments. Unless noted, results are the same for both ribbons.

PERFORMANCE PROPERTIES	TEST METHOD	OBSERVATION OF VISUAL CHANGE
Application Temperature	Lowest application temperature to stainless steel	4° C
Service Temperature	Minimum Temperature Maximum Temperature (24h)	-20° C 130° C
Thermal Shock	8 hours max. temp and 16 hours at min. temperature	No effect
Humidity Resistance	30 days in humidity chamber Temperature = 38° C Humidity = 95%	No visible effect
Salt Fog Resistance	ASTM B 117 30 days in 5% salt fog solution chamber	No visible effect
U.V. Resistance	30 days in UV light chamber	No visible effect
Weatherability	ASTM G 53 (30 days QUV)	Topcoat powdering

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE
----------------------	---------------------

Samples printed with the Brady Series R7950, the Brady Series R7960 and the Brady Series R7961 thermal transfer ribbons. Samples laminated to aluminium panels and allowed to dwell 24 hours prior to testing. Test conducted at room temperature. Testing consisted of 5 cycles of 10 minute immersions in the specified test fluid followed by a 30 minute recovery period. After final immersion, samples rubbed 10 times with cotton swab saturated with test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE			
	EFFECT TO LABEL STOCK	R7950	R7960	R7961
Isopropanol	N.V.E.	M.F.	N.V.E.	SL.F.
Iso-octane	N.V.E.	Light smear	N.V.E.	N.V.E.
n-Hexane	N.V.E.	Light smear	N.V.E.	N.V.E.
Toluene	N.V.E.	Print gone	Print gone	Print gone
1,1,1 -Trichloroethane	N.V.E.	Print gone	Print gone	Print gone
Water	N.V.E.	N.V.E.	N.V.E.	N.V.E.
NaCl (10%)	N.V.E.	N.V.E.	N.V.E.	N.V.E.
Acetone	M.F.	Print gone	Print gone	Print gone
MEK	M.F.	Print gone	Print gone	Print gone
Sulphuric acid (10%)	N.V.E.	N.V.E.	N.V.E.	N.V.E.
Alcohol mix*	N.V.E.	N.V.E.	N.V.E.	N.V.E.
Sodium Hydroxide (10%)	N.V.E.	N.V.E.	N.V.E.	N.V.E.
Skydrol® 500B -4	M.F.	Print gone	Print gone	Print gone
Mineral oil	N.V.E.	N.V.E.	N.V.E.	N.V.E.
Diesel	N.V.E.	N.V.E.	N.V.E.	N.V.E.

N.V.E.: No visible effect

SL.F.: Slight fading

M.F.: Moderate fading

* 50% Ethyl alcohol, 30% Methyl Alcohol, 20% Distilled water

Shelf Life:

Shelf life is 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. It remains the responsibility of the user to assess the risk of using this product. We encourage customers to develop testing protocols that will qualify a product's fitness for use in their actual application.

Trademarks:

Polyken™ is a trademark of Testing Machines Inc.

Skydrol® is a registered trademark of the Monsanto Company

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

CSA: Canadian Standards Association

Fed. Spec.: United States Federal Specification (U.S.A.)

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

UL: Underwriters Laboratories Inc. (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.

WARRANTY

Brady products are sold with the understanding that the buyers will test them in actual use and determine for themselves their adaptability to their intended uses. Brady warrants to the buyers that its products are free from defects in material and workmanship, but limits its obligation under this warranty to replacement of the product shown to Brady's satisfaction to have been defective at the time Brady sold it. This warranty does not extend to any persons obtaining the product from the buyers. This warranty is in lieu of any other warranty, express or implied, including, but not limited to, any implied warranty of merchantability or fitness for a particular purpose, and of any other obligations or liability on Brady's part. Under no circumstances will Brady be liable for any loss, damage, expense, or consequential damages of any kind arising in connection with the use, or inability to use, Brady's products.

Copyright 2019 W.H. Brady, N.V. | All Rights Reserved
Material may not be reproduced or distributed in any form without written permission.

Brady Europe | Industriepark C3 Lindestraat 20 | B9240 Zele | Belgium | Tel: +32 52.45.7811 | Fax: +32 52.45.7812