

**BRADY B-7536 THERMAL TRANSFER PRINTABLE GLOSSY WHITE POLYESTER LABEL STOCK**

TDS No. B-7536  
Effective Date: 03/05/2019

**Description:**

**GENERAL**

**Technology:** Thermal transfer

**Material Type:** Polyester

**Finish:** Gloss

**Adhesive:** Permanent acrylic

**APPLICATIONS**

Brady B-7536 is designed for general identification purposes. This material exhibits good printing quality for barcodes, alphanumerics, graphic symbols and logos.

**RECOMMENDED RIBBONS**

Brady Series R7960

Brady Series R7961

Brady Series R7962

**SPECIAL FEATURES**

Brady B-7536 meets the requirements of a halogen-free material per DIN VDE 0472 part 815.

**REGULATORY APPROVALS**

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](http://www.bradycanada.ca/weee-rohs)

In Europe: [www.bradyeurope.com/rohs](http://www.bradyeurope.com/rohs)

In Japan: [www.brady.co.jp/products/labelsuse/rohs](http://www.brady.co.jp/products/labelsuse/rohs)

All other regions: [www.bradyid.com/weee-rohs](http://www.bradyid.com/weee-rohs)

**Details:**

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total (excluding liner)	0.055 mm (0.002 inch) 0.015 mm (0.0006 inch) 0.070 mm (0.003 inch)
Tensile strength	PSTC-31	221 N/100 mm (13 lbs/inch)
Elongation	PSTC-31	38%
Drop Shear	PSTC-7	16 hours
Dielectric Strength	ASTM D 1000	8450 Volts
Tack	ASTM D 2979 Polyken™ Probe Tack (0.5 sec dwell, 1cm/sec separation)	340 g (12 oz)
Adhesion to:	ASTM D 1000	
- Stainless steel	20 min dwell time 24 hours dwell	37 N/100 mm ( 33 oz/ inch) 51 N/100 mm ( 47 oz/ inch)
- Polypropylene	20 min dwell time 24 hours dwell	30 N/100 mm ( 27 oz/ inch) 47 N/100 mm ( 42 oz/ inch)
- Textured ABS	20 min dwell 24 hours dwell	8 N/100 mm ( 7 oz/ inch) 19 N/100 mm ( 17 oz/ inch)
- Smooth ABS	20 min dwell 24 hours dwell	54 N/100 mm ( 49 oz/ inch) 61 N/100 mm ( 55 oz/ inch)

Performance properties tested on B-7536 printed with the Brady Series R7960, the Brady Series R7961 and the Brady Series R7962 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	TYPICAL RESULTS
High Service Temperature	30 days at 140° C (284° F)	Slight shrinking
Low Service Temperature	30 days at - 20° C (-4° F)	No visible effect
Application Temperature	Lowest application temperature to stainless steel	3°C
Thermal Shock	8 hours max. temp. and 16 hours at min. temp.	No effect
Abrasion Resistance	Method 5306 US Federal Test 191A, 100 Cycles R-7960 (CS10 + 250 g / arm) R-7961 (CS10 + 250 g / arm) R-7962 (CS10 + 250 g / arm)	S.F. SL.F. N.V.E.
Humidity Resistance	30 days in humidity chamber at 38° C and 95 % R.H.	No visible effect
U.V. Resistance	30 days in UV light chamber	No visible effect
Weatherability	30 days QUV (ASTM G-53)	No visible effect

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE
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Samples printed with the Brady Series R7960, the Brady Series R7961 and the Brady Series R7962. 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	R7960	R7961	R7962
Isopropanole	No visible effect	No visible effect w/o rub, slight fading after rub	No visible effect w/o rub, severe fading after rub	No visible effect w/o rub, severe fading after rub
Iso-octane	No visible effect	No visible effect w/o rub, fading after rub	No visible effect w/o rub, fading after rub	No visible effect w/o rub, no visible effect after rub
1,1,1 -trichloroethane	No visible effect	severe fading w/o rub, severe fading after rub	Fading w/o rub, fading after rub	No visible effect w/o rub, no visible effect after rub
Toluene	No visible effect	Very slight fading w/o rub, moderate print fading after rub	severe fading w/o rub, severe fading after rub	Slight fading w/o rub, severe fading after rub
Acetone	No visible effect	No visible effect w/o rub, severe fading after rub	severe fading w/o rub, severe fading after rub	Fading w/o rub, Severe fading after rub
Methyl Ethyl Ketone	No visible effect	No visible effect w/o rub, no visible effect after rub	severe fading w/o rub, severe fading after rub	No visible effect w/o rub, fading after rub
n-Hexaan	No visible effect	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub
Alcohol Mixture	No visible effect	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, severe fading after rub
Sulphuric Acid (5%)	No visible effect	No visible effect w/o rub, severe fading after rub	Fading w/o rub, Severe fading after rub	No visible effect w/o rub, severe fading after rub
Natrium Hydroxid (5%)	No visible effect	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, severe fading after rub	No visible effect w/o rub, severe fading after rub
Skydrol® R 500 B4	No visible effect	No visible effect w/o rub, severe fading after rub	severe fading w/o rub, severe fading after rub	severe fading w/o rub, print gone after rub
Diesel	No visible effect	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub
Mineral Oil	No visible effect	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub
Water	No visible effect	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub	No visible effect w/o rub, no visible effect after rub
NaCl (5%)	No visible effect	No visible effect w/o rub, no visible effect after rub	Fading w/o rub, fading after rub	No visible effect w/o rub, no visible effect after rub

**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 applications.

**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.)

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

**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**

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