

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

TDS No. B-7544
Effective Date: 02/08/2019

Description:

GENERAL

Print Technology: Thermal Transfer

Material Type: Polyester

Finish: Matte

Adhesive: Permanent Acrylic

APPLICATIONS

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

RECOMMENDED RIBBONS

Brady Series R7961

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

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

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

Details:

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total (excluding liner)	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 (0.5 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 the Brady Series R7961 ribbon. 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 PROPERTY	CHEMICAL RESISTANCE
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Samples printed with Brady Series R7961 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 Chloride 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-oel-D	No visible effect	No visible effect

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

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.

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