

**BRADY B-7695 DOUBLE SIDED PRE-PRINTED POLYESTER TAG LAMINATED WITH A MATT CLEAR THT PRINTABLE POLYESTER.**

TDS No. B-7695

Effective Date: 03/09/2021

**Description:****GENERAL****Print technology:** Pre-printed + Thermal Transfer**Base Material type:** White polyester**Type overlaminating material :** Clear polyester**Finish overlaminating material:** Matt**Adhesive overlaminating material:** Permanent acrylic**APPLICATIONS**

Tag material with the advantages of double sided pre-printing and thermal transfer printability at the customer 's location. The facestock resists tearing, the topcoat resists smudging and abrasion when printed with Brady thermal transfer ribbons.

**RECOMMENDED RIBBONS**

Brady series R6000 Halogen Free

Brady series R4900

Brady series R7961

**AGENCY 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)**SPECIAL FEATURES****Details:**

| PHYSICAL PROPERTIES | TEST METHODS                   | AVERAGE RESULTS        |
|---------------------|--------------------------------|------------------------|
| Thickness           | ASTM D 1000<br>Total thickness | 0.324 mm (0.0127 inch) |

| PERFORMANCE PROPERTIES   | TEST METHOD  | TYPICAL RESULTS   |
|--------------------------|--|---|
| High Service Temperature | 30 days at various temperatures                    | No visible effect to label at 120°C. yellowing at 150°C, but tag is still functional and print remains legible. |
| Low Service Temperature  | 30 days at various temperatures                    | No visible effect at -40°C and -80°C  |
| Humidity Resistance      | 30 days at 100°F (37°C) and 95% relative humidity. | No visible effect   |
| UV Light Resistance      | 30 days in Xenon Test Chamber                      | No visible effect   |
| Weatherability*          | ASTM G154<br>30 days in QUV                        | No visible effect   |

\*B-7695 has limited outdoor use (1 year maximum)

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

Performance properties tested on B-7695 without thermal transfer printing. Samples were allowed to dwell 24 hours prior to testing. Tests were conducted at room temperature and consisted of 30 minute immersion, 1 day immersion and 7 day immersion in the specified test fluids. After immersion, the samples were removed from the test fluid. The rating scale below shows the effect to the tag for each sample.

| CHEMICAL REAGENT  | EFFECT TO TAG<br>30 minutes immersion | EFFECT TO TAG<br>1 day IMMERSION | EFFECT TO TAG<br>7 DAY IMMERSION |
|-------------------|---------------------------------------|----------------------------------|----------------------------------|
| Deionized Water   | 1                                     | 1                                | 1                                |
| Isopropyl Alcohol | 1                                     | 1                                | 1                                |
| Acetone           | 1                                     | Slight overlamine delamination   | Complete overlamine delamination |
| 10% NaCL          | 1                                     | 1                                | 1                                |
| Motor oil 10W60   | 1                                     | 1                                | 1                                |

Performance properties tested on overlaminated B-7695 and thermal transfer printed with Brady Series R6000 Halogen Free ribbon. Tests were conducted at room temperature. Samples were allowed to dwell 24 hours prior to testing. Testing consisted of 30 minutes immersion in the specified test fluid. After the final immersion the samples are rubbed 10 times with a cotton swab saturated with the test fluid.

| CHEMICAL REAGENT | EFFECT TO MATERIAL | Effect to R6000 Halogen<br>Free print without rub | Effect to R6000 Halogen<br>Free print with rub |
|------------------|--------------------|---|--|
| Ethanol          | 1                  | 1   | 1  |
| IPA              | 1                  | 1   | 1  |
| MEK              | 1                  | 1   | 3  |
| Acetone          | 1                  | 1   | 3  |
| Mineral spirit   | 1                  | 1   | 1  |
| Diesel           | 1                  | 1   | 1  |

|                      |   |   |   |
|----------------------|---|---|---|
| Gasoline             | 1 | 1 | 2 |
| Sulphuric Acid 10%   | 1 | 1 | 1 |
| Sodium Hydroxide 10% | 1 | 1 | 1 |
| Water                | 1 | 1 | 1 |

**Rating Scale:**

1= no visible effect

2= slight smear or print removal, detectable but minimal smear

3= moderate smear or print removal (print still legible)

4= severe smear or print removal (print illegible or just barely legible)

5= complete print and/or topcoat removal

NP= print removed prior to 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 application.

**Trademarks:**

S.I.: International System of 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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