

BRADY B-7610 THERMAL TRANSFER PRINTABLE WHITE PAPER LABEL STOCK

TDS No. B-7610

Effective Date: 03/05/2019

Description:

GENERAL

Print Technology: Thermal transfer

Material Type: White woodfree uncoated paper

Finish: Matte

Adhesive: Permanent acrylic

APPLICATIONS

B-7610 is used for low cost general labelling applications.

B-7610 is not recommended for labelling highly curved surfaces.

RECOMMENDED RIBBONS

Brady Series R7950

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.bradycanada.ca/products/labelsuse/rohs

All other regions: www.bradycanada.ca/weee-rohs

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total (excluding liner)	0.066 mm (0.0026 inch) 0.015 mm (0.0006 inch) 0.082 mm (0.0032 inch)
Drop Shear	PSTC-107	15 minutes
Adhesion to: -Stainless Steel -Polyethylene -Card board stock	ASTM D 1000 20 minute dwell 24 hour dwell	Destroys upon removal from all listed surfaces.

Performance properties tested on B-7610 printed with the Brady Series R7950 ribbon. Printed samples of B-7610 were laminated to aluminum and allowed to dwell 24 hours before exposure to the indicated environmental conditions.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
Short Term High Service Temperature	5 minutes at 160°C (320°F)	No visible effect at 160°C
Long Term High Service Temperature	30 days at various temperatures	30 days at 50°C (122°F) No visible effect 30 days at 80°C (176°F) Slight discoloration
Low Service Temperature	30 days at -40°C (-40°F)	No visible effect
Humidity Resistance	30 days at 37°C (100°F) and 95% R.H.	No visible effect
UV Light Resistance	30 days in Q-Sun XE-1	Slight discoloration
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 500 g/arm (Fed. Std. 191A, Method 5306)	Print legible to: 75 cycles

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:

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

Fed. Spec.: United States Federal Specification (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.

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