

B-7423 SATIN WHITE POLYESTER THERMAL TRANSFER PRINTABLE LABEL STOCK

TDS No. B-7423
Effective Date: 03/07/2019

Description:

GENERAL

Print Technology: Thermal transfer

Material Type: White Polyester

Finish: Satin

Adhesive: Permanent Acrylic

APPLICATIONS

B-7423 is specifically designed for auto apply application and also used as post process label for printed circuit boards.

RECOMMENDED RIBBONS

- Brady Series R6200
- Brady Series R7961 (black)
- Brady Series R4400 (red, blue, green and white)
- Brady Series R6000 Halogen Free (alternate)

REGULATORY/AGENCY APPROVALS

Brady B-7423 is UL Recognized to UL969 Labeling and Marking Standard when printed with the Brady Series R6000 Halogen Free, Brady Series R6200 and Brady Series R7961 ribbons. See UL file MH17388 for specific details. UL information can be accessed on line at UL.com in the UL Product iQ area.

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

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total (excluding liner)	0.0020 inch (0.051 mm) 0.0005 inch (0.013 mm) 0.0025 inch (0.064 mm)
Adhesion to: -Stainless Steel	ASTM D 1000 20 minute dwell 24 hour dwell	40 oz/in (44 N/100 mm) 46 oz/in (50 N/100 mm)
-Smooth ABS	20 minute dwell 24 hour dwell	33 oz/in (36 N/100 mm) 39 oz/in (43 N/100 mm)
-Polypropylene	20 minute dwell 24 hour dwell	14 oz/in (15 N/100 mm) 14 oz/in (15 N/100 mm)
-Glass	20 minute dwell 24 hour dwell	39 oz/in (43 N/100 mm) 41 oz/in (45 N/100 mm)
Tensile Strength and Percent Elongation at Break	ASTM D 1000 - Machine Direction - Cross Direction	40.3 lbs/in , 88% elongation 39.5 lbs/in, 75% elongation
Tack	ASTM D 2979 Polyken™ Probe Tack 0.5 second dwell	30 oz (850g)

Performance properties tested on B-7423 printed with the Brady Series R6000 Halogen Free, the Brady Series R6200 and the Brady Series R7961 ribbons. Printed samples of B-7423 were laminated to aluminum before exposure to the indicated environmental condition. Results the same for all ribbons unless noted otherwise.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
Long Term High Service Temperature	30 days at various temperatures	No visible effect at 230°F (110°C). Slight discoloration at 293°F (145°C). Moderate discoloration at 320°F (160°C); label is still functional.
Low Service Temperature	30 days at -94°F (-70°C)	No visible effect
Short Term High Service Temperature	5 minutes at various temperatures	No visible effect at 356°F (180°C). Slight label shrinkage at 392°F (200°C); label is functional. Label becomes nonfunctional at 446°F (230°C) due to label shrinkage.
Humidity Resistance	30 days at 100°F (37°C) and 95% R.H.	No visible effect
Weatherability	ASTM G155, Cycle 1 30 days in Xenon Arc Weatherometer	Slight discoloration
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 250 g/arm (Fed. Std. 191A, Method 5306)	R6000 Halogen Free, R6200 and R7961 print is still legible after 100 cycles.

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

Samples printed with the Brady Series R6000 Halogen Free, the Brady Series R6200 and the Brady Series R7961 ribbons. Tests were conducted after a 24 hour dwell. Testing consisted of 5 cycles of 10 minute immersions in the specified chemical reagent followed by 30 minute recovery periods. After the final immersion, the printed samples were rubbed 10 times with a cotton applicator saturated with the test fluid.

SUBJECTIVE OBSERVATION OF VISUAL CHANGE							
		R6000 Halogen Free		R6200		R7961	
CHEMICAL REAGENT	EFFECT TO LABEL STOCK	WITHOUT RUB	WITH RUB	WITHOUT RUB	WITH RUB	WITHOUT RUB	WITH RUB
Methyl Ethyl Ketone	No visible effect	1	5	3	5	2	5
Isopropyl Alcohol	No visible effect	1	1	1	3	1	4
Mineral Spirits	No visible effect	1	1	1	1	1	1
SAE 20 Wt Oil	No visible effect	1	1	1	1	1	1
10% Sodium Hydroxide	No visible effect	1	1	1	1	1	1
10% Sulfuric Acid	No visible effect	1	1	1	1	1	1
5% Alconox® Detergent	No visible effect	1	1	1	1	1	1
Formula 409®	No visible effect	1	1	1	1	1	1

Rating Scale:

- 1 = no visible effect
- 2 = sight 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 removal

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:

Formula 409® is a registered trademark of the Clorox Company
 Alconox® is a registered trademark of Alconox Co.
 Polyken™ is a trademark of Testing Machines Inc.
 SAE: Society of Automotive Engineers (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