

**Brady B-7551 THERMAL TRANSFER MATTE TRANSPARENT POLYESTER**

TDS No. B-7551  
Effective Date: 05/29/2015

**Description:**

**GENERAL**

B-7551 is thermal transfer printable matt transparent polyester with a permanent acrylic adhesive.

**APPLICATIONS**

B-7551 is designed to use as overlamine and for general labeling.

**RECOMMENDED RIBBONS**

Recommended ribbons are R-7961 and R-4900.

**ROHS Environmental Compliance**

Brady B-7551 is RoHS compliant to RoHS directive 2011/65/EU

**Details:**

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total	0.025 mm (0.001 inch) 0.025 mm (0.001 inch) 0.050 mm (0.002 inch)
Tack	ASTM D 2979 Polyken™ Probe Tack (1 sec dwell, 1cm/sec separation)	189 g (6.5 oz)
Abrasion resistant	Method 5306 of Federal Spec. 191A	R-7961 : 100 cycles R-4900 : 75 cycles
Adhesion to:	ASTM D 1000	
- Stainless steel	24 hours dwell	38 N/100 mm ( 35 oz/ inch)
- Textured ABS	24 hours dwell	18 N/100 mm ( 16 oz/ inch)
- Smooth ABS	24 hours dwell	48 N/100 mm ( 44 oz/ inch)

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
High Service Temperature	24 hours at 70°C ( 158°F)	No visible effect
Low Service Temperature	30 days at - 20° C (-04° F)	No visible effect
Humidity Resistance	30 days in humidity chamber at 38° C (100°F) and 95 % R.H.	No visible effect
U.V. Resistance	30 days in UV Sunlighter™ 100	No visible effect
Weatherability	30 days QUV (ASTM G-53)	No visible effect

PERFORMANCE PROPERTY	CHEMICAL RESIS TANCE
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ASTM D-896 at room temperature.

Samples printed with a BradyPrinter™ Model 300X thermal transfer printer using B-7961 thermal transfer ribbon. Testing consisted of five cycles of 10 min. immersion in the specified chemical reagent followed by 30 min. recovery periods. Cotton swap rub after final immersion.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE	
	After immersion	After additional rub (10 rubs )
Water	No visible effect	No visible effect

Soft soap	No visible effect	No visible effect
5 % Sulfuric acid	No visible effect	No visible effect
5% Sodium chloride	No visible effect	No visible effect
10% Sodium Hydroxide	No visible effect	No visible effect
Alcohol mixture*	No visible effect	No visible effect
Isopropanol	No visible effect	Slight print fading
Petroleum ether	No visible effect	No visible effect
1,1,1-trichloroethane	No visible effect	Printing removed
Ethylacetate	No visible effect	Printing removed
Skydrol® 500B-4	No visible effect	Printing removed
n-hexane	No visible effect	No visible effect
Methylene chloride	Label destroyed	Label destroyed
Shell oil diala-oeI-D	No visible effect	No visible effect

\* Alcohol mixture : mixture of 50% ethanol, 30% methanol, 20% distilled water

Product testing, customer feedback, and history of similar products, support a customer performance expectation of at least **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* . We are confident that our product will perform well beyond this time frame. However, it remains the responsibility of the user to assess the risk of using such product. We encourage customers to develop functional testing protocols that will qualify a product's fitness for use in their actual applications.

#### Trademarks:

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 Skydrol® is a registered trademark of the Monsanto Company  
 Sunlighter™ is a trademark of the Test Lab Apparatus Company  
 Polyken™ is a trademark of Testing Machines Inc.  
 ASTM: American Society for Testing and Materials (U.S.A.)  
 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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