

**BRADY B-7597 WHITE OPAQUE POLYETHYLENE TAG**

TDS No. B-7597  
Effective Date: 05/29/2015

**Description:**

**GENERAL**

B-7597 is a white opaque polyethylene tag with a topcoat specifically formulated for thermal transfer printing.

**APPLICATIONS**

The facestock resists tearing and the topcoat resists smudging and abrasion when printed with Brady thermal transfer ribbons.

**RECOMMENDED RIBBONS**

Recommended ribbons for B-7597 are BradySeries R-7950, R-7960 and R-7961 black thermal transfer ribbons for the Thermal Transfer Printers and R-4310 for the TLS2200 thermal transfer printer.

**SPECIAL FEATURES**

Brady B-7597 meets the requirements of a halogen-free material per DIN VDE 0472 part 815. (Statement based on review of product construction and confirmatory halogen content test run at an independent test laboratory.)

**ROHS Environmental Compliance**

Brady B-7597 is RoHS compliant to RoHS directive 2011/65/EU

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Total Thickness	ASTM D 1000	0,2 mm (0.008 inch)
Tensile Strength	ASTM D 1000	528,9 N/100 mm (30.2 lbs/inch)
Elongation	ASTM D 1000	23,7 mm (193%)

Performance properties tested on B-7597 printed with R-7950, R-7960 and R-7961 on Bradyprinter™ THT Model 300X. Labels tested after 24 hours dwell time.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
Low Service Temperature	30 days at -40° C (-40° F)	No visible effect
High Service Temperature	30 days at 100° C (212° F)	No visible effect to print, slight tag curl
Humidity Resistance	30 days at 37° C (99° F) and 80% R.H.	No visible effect to material or print
UV Light Resistance	30 days in UV light chamber	No visible effect to material or print
Weatherability*	30 days in QUV (ASTM G26)	Slight yellowing of material, no visible effect to print
Abrasion Resistance	Method S306 US Federal Test 191A CS 10 + 500 g/arm	Number of cycles until print is illegible  R-7950 30 cycles R-7960 70 cycles R-7961 120 cycles

\*B-7597 has limited outdoor use (1 year maximum)

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE
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Samples printed with thermal transfer ribbons R-7950, R-7960 and R-7961 on Bradyprinter™ 300X. The test was conducted at room temperature. Testing consisted of 5 cycles of 10 minutes immersions in the specified test fluid followed by a 30 minute recovery period. After the final immersion the samples are rubbed 10 times with a cotton swab saturated with the test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE			
	EFFECT TO MATERIAL	R-7950	R-7960	R-7961
1,1,1-Trichloroethane	No visible effect	Slight print fade w/o rub, complete print	Moderate print fade w/o rub, complete print	Complete print removal when immersed

		removal w/ rub	removal w/ rub	
IPA	No visible effect	No visible effect w/o rub, moderate print smear w/ rub	No visible effect w/o rub, slight print removal w/ rub	No visible effect w/o rub, moderate print removal after rub
Alcohol Mixture*	No visible effect	No visible effect w/o rub, slight print removal w/ rub	No visible effect w/o rub, complete removal w/ rub	No visible effect w/o rub, moderate print removal w/ rub
Gasoline	Slight material curl	No visible effect w/o rub, complete print removal w/ rub	No visible effect w/o rub, complete print removal w/ rub	Moderate print fade w/o rub, complete print removal with rub
Skydrol® 500B-4	Slight material curl	Print lift w/o rub, complete print removal w/ rub	Print lift w/o rub, complete print removal with rub	Print lift w/o rub, complete print removal with rub
MIL-5606 Oil	Slight material curl	No visible effect with and without rub	No visible effect with and without rub	No visible effect with and without rub
ASTM #3 Oil	Slight material curl	No visible effect with and without rub	No visible effect with and without rub	No visible effect with and without rub
5% Sodium Hydroxide Solution	Topcoat degradation on edge of material	No visible effect w/o rub, severe print removal w/ rub	No visible effect w/o rub, complete print removal after rub (topcoat removed)	No visible effect without rub, complete print removal after rub (topcoat removed)
5% Sulfuric Acid Solution	No visible effect	No visible effect with and without rub	No visible effect with and without rub	No visible effect with and without rub
Deionized Water	No visible effect Topcoat scratched off after immersion	No visible effect w/o rub, moderate print smear w/ rub	No visible effect w/o rub, slight print smear w/ rub	No visible effect w/o rub, slight print smear with rub

\* Alcohol Mix is 50% ethanol, 30% methanol, and 20% water by volume.

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:

BradyPrinter™ is a trademark of Brady Worldwide, Inc.  
 Skydrol® is a registered trademark of the Monsanto Company  
 ASTM: American Society for Testing and Materials (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.

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