

**BRADY B-7654 THERMAL TRANSFER PRINTABLE GLOSSY WHITE POLYESTER LABEL STOCK**

TDS No. B-7654  
Effective Date: 05/29/2015

**Description:**  
**GENERAL**

**Print Technology:** Thermal transfer  
**Material Type:** Polyester  
**Finish:** Glossy white  
**Adhesive:** Permanent pressure sensitive acrylic adhesive

**Applications:**  
Rating and serial plates using alphanumerics, barcodes, graphic symbols and logos

**Recommended ribbons:**  
Brady series R7964  
Brady series R6000 Halogen Free  
Brady series R6000  
Brady series R4900

**Minimum application temperature:**  
10°C (50°F)

**ROHS Environmental Compliance**  
Brady B-7654 is RoHS compliant to RoHS directive 2011/65/EU

**Details:**  
**Physical properties:**

PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness -Substrate -Adhesive -Total	ASTM D1000	0.050 mm (0.002 inch) 0.020 mm (0.001 inch) 0.070 mm (0.003 inch)
Adhesion to: -Stainless Steel  -Polypropylene  -Smooth ABS	ASTM D1000 20 minute dwell 24 hour dwell  20 minute dwell 24 hour dwell  20 minute dwell 24 hour dwell	76 N/100 mm (69 oz/inch) 84 N/100 mm (76 oz/inch)  46 N/100 mm (42 oz/inch) 67 N/100 mm (61 oz/inch)  77 N/100 mm (71 oz/inch) 96 N/100 mm (87 oz/inch)
Tack	ASTM D2979 Polyken™Probe Tack (1 second dwell)	170 g (6 oz)

**Performance properties:**

Performance properties tested on B-7654 printed with black ribbons R7964, R6000 and R4900 using the Bradyprinter™ THT Model 600X-Plus thermal transfer printer. Printed samples were laminated to aluminium and allowed to dwell 24 hours before exposure to the indicated environments. Unless noted, results are the same for the tested ribbons.

PROPERTIES	TEST METHODS	TYPICAL RESULTS
High Service Temperature	30 days at 120°C (248°F)	no visible effect
Low Service Temperature	30 days at -40°C (-40°F)	no visible effect
Humidity Resistance	30 days at 37°C (99°F), 95% R.H.	no visible effect
UV Light Resistance	30 days in UV Light Chamber	no visible effect
Weatherability	ASTM G53	no visible effect

	30 days in QUV	
Abrasion Resistance	Fed. Std. 191A, Method 5306 Taber Abraser, CS-10 grinding wheels, 250 g/arm, 100 cycles	R-4900: moderate print removal but print remains legible R-6000: no visible effect R-7964: slight print removal but print remains legible

#### Chemical resistance:

Samples were printed with black ribbons R7964, R6000 Halogen Free, R6000 and R4900 using the BradyPrinter™ THT Model 600X-Plus thermal transfer printer. Printed samples were laminated to aluminium and allowed to dwell 24 hours prior to testing. Test conducted at room temperature except where noted. Testing consisted of 5 cycles of 10 minute immersions in the specified test fluid followed by a 30 minute recovery period. After final immersion the samples were rubbed 10 times with cotton swabs saturated with test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE		
	R4900	R6000 / R6000 Halogen Free	R7964
Isopropanol	No visible effect	No visible effect	No visible effect
Iso-octane	No visible effect	No visible effect	No visible effect
N-hexane	No visible effect	No visible effect	No visible effect
Toluene	Print gone before rub	Print gone	Print gone before rub
Deionized water	No visible effect	No visible effect	No visible effect
10% NaCl	No visible effect	No visible effect	No visible effect
Acetone	Print gone before rub	Print gone	Print gone before rub
Methyl-Ethyl-Ketone (MEK)	Print gone before rub	Print gone before rub	Print gone before rub
10% H <sub>2</sub> SO <sub>4</sub>	No visible effect	No visible effect	No visible effect
Alcohol Mix*	No visible effect	No visible effect	No visible effect
5% NaOH	No visible effect	No visible effect	No visible effect
Skydrol® 500B-4	Print gone	Print gone	Print gone
Ethanol	No visible effect	No visible effect	No visible effect
ASTM#3 oil	No visible effect	No visible effect	Slight fading
Diesel	No visible effect	No visible effect	No visible effect
Gasoline lead-free	No visible effect	No visible effect	No visible effect
LHM brake fluid	No visible effect	No visible effect	No visible effect
DOT-4 brake fluid	Print gone	Print gone	Print gone

\*Alcohol mix: 50% Ethyl alcohol, 30% Methyl alcohol, 20% deionized water

#### SHELF LIFE:

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:

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

**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 2016 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