

**BRADY B-953 WHITE POLYESTER LABEL STOCK**

TDS No. B-953  
Effective Date: 12/09/1999

**Description:**

Brady B-953 is a thin polyester film with a solvent resistant white topcoat and an acrylic pressure sensitive adhesive.

Brady B-953 is used primarily as a pre-printed label to identify small electrical or electronic components.

Brady B-953 can withstand elevated temperatures for prolonged periods of time and has good solvent resistance. The material is capable of accepting extremely small print.

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness - Topcoat - Film - Adhesive - Total	ASTM D 1000	0.0005 inch (0.013 mm) 0.0005 inch (0.013 mm) 0.0010 inch (0.025 mm) 0.0020 inch (0.051 mm)
Adhesion to: -Stainless Steel	ASTM D 1000 20 minute dwell 24 hour dwell	35 oz/in (38 N/100 mm) 46 oz/in (50 N/100 mm)
-Textured ABS	20 minute dwell 24 hour dwell	23 oz/in (25 N/100 mm) 23 oz/in (25 N/100 mm)
-Polypropylene	20 minute dwell 24 hour dwell	27 oz/in (30 N/100 mm) 28 oz/in (31 N/100 mm)
Tack	ASTM D 2979 Polyken™ Probe Tack 1 second dwell	21 oz (600 g)
Application Temperature	Lowest application temperature to steel	50°F (10°C)

B-953 samples tested for Performance Properties were wrapped on 0.080" OD wires and applied to flat aluminum panels and allowed to dwell 24 hours at room temperature prior to testing. Samples were tested unprinted.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
High Service Temperature	30 days at 266°F (130°C)	No visible effect at 130°C. At higher temperatures the adhesive discolors and the film may turn brittle.
Low Service Temperature	30 days at -40°F (-40°C)	No visible effect
Humidity Resistance	30 days at 100°F (37°C), 95% R.H.	No visible effect
UV Light Resistance	30 days in UV Sunlighter™ 100	No visible effect
Weatherability	ASTM G155, Cycle 1 30 days in Xenon Arc Weatherometer	No visible effect
Salt Fog Resistance	ASTM B 117 30 days in 5% salt fog solution chamber	No visible effect
<b>PERFORMANCE PROPERTY</b>		<b>CHEMICAL RESISTANCE</b>

Samples were wrapped on 0.080" OD wires and laminated to aluminum panels and dwelled 24 hours prior to test. Testing consisted of 5 cycles of 10 minute immersions in the specified chemicals followed by 30 minute recovery periods. After the final immersion the flat samples were rubbed with cotton swab immersed in test fluid. Testing was conducted at room temperature.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE	
	EFFECT TO LABEL STOCK	EFFECT TO PRINT
Methyl Ethyl Ketone	Complete unwrap	Moderate label edge lift, topcoat removed when rubbed
1,1,1-Trichloroethane	Moderate unwrap	Slight label edge lift

Isopropyl Alcohol	No visible effect	No visible effect
JP-4 Jet Fuel	Very slight unwrap	Slight label edge lift
SAE 20 WT Oil	No visible effect	No visible effect
Mil 5606 Oil	No visible effect	Slight adhesive ooze
Speedi Kut Cutting Oil 332	No visible effect	No visible effect
Rust Veto® 377	No visible effect	No visible effect
Deionized Water	No visible effect	No visible effect
3% Alconox® Detergent	No visible effect	No visible effect
Northwoods™ Buzz Saw Citrus Degreaser	No visible effect	No visible effect

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 degrees 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:**

Alconox® is a registered trademark of Alconox Co.  
Northwoods™ is a trademark of the Superior Chemical Corporation.  
Polyken™ is a trademark of Testing Machines Inc.  
Rust Veto® is a registered trademark of the E.F. Houghton & Co.  
Sunlighter™ is a trademark of the Test Lab Apparatus Company  
ASTM: American Society for Testing and Materials (U.S.A.)  
SAE: Society of Automotive Engineers (U.S.A.)  
All S.I. Units (metric) are mathematically derived from the U.S. Conventional 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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