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BRADY
WHEN PERFORMANCE MATTERS MOST™

**Technical Data Sheet**

# BRADY B-7351 THERMAL TRANSFER PRINTABLE TAMPER-RESISTANT WHITE VINYL LABEL STOCK

TDS No. B-7351
Effective Date: 11/21/2008

**Description:**

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## GENERAL

**Print Technology:** Thermal Transfer
**Material Type:** Tamper-Resistant Vinyl
**Finish:** Satin White
**Adhesive:** Acrylic

## APPLICATIONS

Rating and serial plates that require high performance and resistance to product tampering

## RECOMMENDED RIBBONS

The recommended ribbon is the Thermal Transfer Ribbon R-6000 for the Thermal Transfer printers and R-6010 for the TLS2200™ Thermal Transfer Printer

## AGENCY APPROVALS

Brady B-7351 is RoHs compliant to 2005/618/EC MCV amendment to RoHs Directive 2002/95/EC.

## SPECIAL FEATURES

Brady B-7351 is designed to fracture easily in order to show signs of product tampering and to prevent one-piece label removal. Use caution when removing from liner as material is fragile.

**Details:**

| PHYSICAL PROPERTIES | TEST METHODS | AVERAGE RESULTS |
|---|---|---|
| Thickness | ASTM D 1000<br>-Total | 0.065 mm (0.0026 inches) |
| Adhesion to:<br>-Stainless Steel<br>-Smooth ABS<br>-Polyethylene<br>-Polypropylene<br>-Polycarbonate<br>-Polyvinylchloride | ASTM D 1000<br>20 minute dwell<br>24 hour dwell | Label destroys upon removal after both 20 minutes and 24 hours for all test surfaces |
| Application Temperature | Lowest application temperature | 4°C (39°F) |

Samples were printed with alphanumerics and barcodes using the Bradyprinter™ THT Model 600X -Plus and the Brady R-6000, R-6200, R-7961 and R-4900 ribbons. Samples applied to aluminum panels and allowed to dwell 24 hours at room temperature prior to testing. Unless noted otherwise, results were the same for all ribbons.

| Performance Properties | Test Methods | Typical Results |
|---|---|---|
| Long Term Service Temp | 30 days at various temperatures (80°C and 100°C) | No visible effect to the print and the label at 80°C. At 100°C, slight discoloration of the label ( but still functional) and very slight fading of R-7961 printing. |
| Low Service Temp | 30 days at -40°C (-40°F) | No visible effect |
| Short Term Service Temp | 5 minutes at various temperatures (180°C and 240°C) | No visible effect to the label at 180°C, only very slight fading of R-7961 printing. Severe discoloration of the label at 240°C , but label still functional. |
| Humidity Resistance | 30 days at 37°C (100°F), 95% R.H. | No visible effect |

| | | |
|---|---|---|
| UV Light Resistance | 30 days in UV (Q-Sun Xenon Test Chamber) | No visible effect |
| Weatherability | ASTM G154<br>30 days in QUV | No visible effect |
| Abrasion Resistance | Taber Abraser, CS-10 grinding wheels, 500 g/arm, 100 cycles (Fed. Std. 191A, Method 5306) | R-6000: Very slight print removal.<br>R-4900: Slight print removal. Print still legible.<br>R-6200, R-7961: Moderate print removal. Print still legible. |

| PERFORMANCE PROPERTY | SOLVENT RESISTANCE |
|---|---|

Samples were printed with alphanumerics and barcodes using the Bradyprinter™ THT Model 600X-Plus and the Brady R-6000 ribbon. Samples applied to aluminum panels and allowed to dwell 24 hours at room temperature prior to testing. Testing consisted of 5 cycles of 10 minute immersions in the specified chemicals followed by 30 minute recovery periods. After final immersion samples rubbed 10 times with cotton swabs saturated in test fluids.

| CHEMICAL REAGENT | SUBJECTIVE OBSERVATION OF VISUAL CHANGE | |
|---|---|---|
| | EFFECT TO LABEL STOCK | R6000 |
| Isopropyl Alcohol | No visible effect | No visible effect without/ with rub. |
| Jet Fuel JP4 | No visible effect | No visible effect without/ with rub. |
| White Spirit | No visible effect | No visible effect without/ with rub. |
| SAE-15W20 Motor Oil | No visible effect | No visible effect without/ with rub. |
| Gasoline | Slight adhesive ooze | No visible effect without rub.<br>Slight print removal with rub. |
| Deionized Water | No visible effect | No visible effect without/ with rub. |
| 5% Sodium Hydroxide Solution | No visible effect | No visible effect without/ with rub. |
| 10% Sulfuric Acid Solution | No visible effect | No visible effect without/ with rub. |

B-351 is not recommended for use in harsh solvents such as MEK, Acetone, and 1,1,1-Trichloroethane.

Product testing, customer feedback, and history of similar products, support a customerperformance 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 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.
Fed. Spec.: United States Federal Specification (U.S.A.)
S. I.: International System of Units
SAE: Society of Automotive Engineers (U.S.A.)
TLS2200® is a registered trademark of Brady Worldwide, Inc.

**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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Brady Europe | Industriepark C3 Lindestraat 20 | B9240 Zele | Belgium | Tel: +32 52.45.7811 | Fax: +32 52.45.7812