

**BRADY B-7594 THERMAL TRANSFER PRINTABLE GLOSSY WHITE POLYPROPYLENE**

TDS No. B-7594  
Effective Date: 03/06/2019

**Description:**

**GENERAL**

**Print Technology:** Thermal Transfer

**Materials Type:** Polypropylene

**Finish:** Gloss

**Adhesive:** Permanent acrylic

**APPLICATIONS**

Brady B-7594 is a high performance material designed to perform on various surfaces.

**RECOMMENDED RIBBONS**

Brady Series R7961

Brady Series R7962

Brady Series R6000 Halogen Free

**REGULATORY APPROVALS**

For information on the Weee-RoHS compliance status for a Brady Product go to one of the following websites:

In Canada: [www.bradycanada.ca/weee-rohs](http://www.bradycanada.ca/weee-rohs)

In Europe: [www.bradyeurope.com/rohs](http://www.bradyeurope.com/rohs)

In Japan: [www.brady.co.jp/products/labelsuse/rohs](http://www.brady.co.jp/products/labelsuse/rohs)

All other regions: [www.bradyid.com/weee-rohs](http://www.bradyid.com/weee-rohs)

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total (excluding liner)	0,067 mm (0.0026 in) 0,013 mm (0.0005 in) 0,080 mm (0.0031 in)
Adhesion to:	ASTM D 1000	
- Stainless Steel	20 minute dwell 24 hour dwell	54 N/100 mm (50 oz/in) 63 N/100 mm (58 oz/in)
- Polypropylene	20 minute dwell 24 hour dwell	48 N/100 mm (44 oz/in) 60 N/100 mm (55 oz/in)
- Textured ABS	20 minute dwell 24 hour dwell	31 N/100 mm (28 oz/in) 41 N/100 mm (37 oz/in)
- Smooth ABS	20 minute dwell 24 hour dwell	47 N/100 mm (43 oz/in) 61 N/100 mm (56 oz/in)
Tack	ASTM D 2979 Polyken™ Probe Tack (0.5 second dwell, 1 cm/sec Separation)	580 g (20.5 oz)
Drop Shear	PSTC-7	2 hours

Performance properties tested on B-7594 printed with the Brady Series R7961 and the Brady Series R7962 ribbons. Printed samples were laminated to aluminum and allowed to dwell 24 hours before exposure to the indicated environmental conditions.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
Long Term High Service Temperature	30 days at 100° C	No visible effect
Low Service Temperature	30 days at -20° C	No visible effect

UV Light Resistance	30 days in UV chamber	Moderate chalking of topcoat. Text stays completely legible. This material is not designed for outdoor use.
Weatherability	30 days in QUV (ASTM G 53)	Moderate chalking of topcoat. Text stays completely legible. This material is not designed for outdoor use.
Humidity Resistance	30 days at 38° C and 95% R.H.	No visible effect
Abrasion Resistance	Taber Abrasion, CS-10 grinding wheels, 250g/arm R7961  R7962	70 Cycles: text faded but still legible 100 Cycles: text faded moderate but still legible  100 Cycles: no visible effect

<b>PERFORMANCE PROPERTY</b>	<b>CHEMICAL RESISTANCE</b>
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Samples were printed with the Brady Series R7961 and the Brady Series R7962 ribbons. Samples laminated to aluminum panels and allowed to dwell for 24 hours prior to testing. Tests conducted at room temperature. Testing consisted of 5 cycles of 10 minute immersions in the specified test fluid, followed by 30 minute recovery periods. After final immersion, samples rubbed 10 times with cotton swab saturated with test fluid.

	<b>SUBJECTIVE OBSERVATION OF VISUAL CHANGE</b>			
	<b>R7961</b>		<b>R7962</b>	
	<b>WITHOUT RUB</b>	<b>WITH RUB</b>	<b>WITHOUT RUB</b>	<b>WITH RUB</b>
Isopropanole	1	4	5	NA
Iso-octane	1	1	1	1
Toluene	2*	5	2*	5
Acetone	4	5	3	5
Methyl Ethyl Ketone	3	5	1	5
n-Hexane	1	1	1	1
Alcohol Mixture	1	1	1	3
Sulphuric Acid (10%)	1	1	1	1
NaOH (10%)	1	2	1	2
Skydrol® R 500 B 4	4	5	2	5
Diesel	1	1	1	2
Water	1	2	1	2
NaCl (10%)	1	1	1	1
Petrol	1	5	2	3

Rating scale:

1= no visible effect

2= slight smear or print removal; detectable but minimal smear

3= moderate smear or print removal (print still legible)

4= severe smear or print removal

5= complete print and/or topcoat removal

\* = edge lift

**Shelf Life:**

Shelf life is 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. It remains the responsibility of the user to assess the risk of using this product. We encourage customers to develop testing protocols that will qualify a product's fitness for use in their actual application.

**Trademarks:**

Polyken™ is a trademark of Testing Machines Inc.

Skydrol® is a registered trademark of the Monsanto Company

ASTM: American Society for Testing and Materials (U.S.A.)

PSTC: Pressure Sensitive Tape Council (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.

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.

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