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BRADY
WHEN PERFORMANCE MATTERS MOST™

Technical Data Sheet

B-7696 VINYL TAG

TDS No. B-7696
Effective Date: 03/01/2025

Description:
GENERAL
Print technology: Thermal transfer
Material type: white rigid vinyl tag
Finish: glossy

APPLICATION
Brady B-7696 inserts are supplied in roll form for thermal transfer printing.

Brady B-7696 is a multipurpose tag which can be used for a variety of tag applications.

RECOMMENDED RIBBONS
Brady Series R6000 Halogen Free, R6000 and R7964 black ribbons for thermal transfer printing

REGULATORY/AGENCY 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
In Europe: www.bradyeurope.com/rohs
In Japan: www.brady.co.jp/products/labelsuse/rohs
All other regions: www.bradyid.com/weee-rohs

Brady B-7696 meets the performance requirements of UL94V0

Details:

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000	0,250mm (0.0098inch)
Tensile Strength (psi)	ASTM D 638	6000 min.
Elongation (%)	ASTM D 638	100 min.
Specific Gravity	ASTM D 792	1.40 ± 0.04
Gloss Value (60°)	ASTM D 523	90 ± 15

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS of INSERTS	TYPICAL RESULTS CARRIER
High Service Temperature	30 days at 70°C	Material becomes less rigid No visible effect on THT-printing	Slight discoloration
Low Service Temperature	30 days at -40°C	No visible effect	No visible effect
Humidity	30 days at 37°C/95% R.H.	No visible effect	No visible effect
UV-Resistance	30 days in Q-sun Xe-1 0,35W/m²@340nm	Slightly yellowing No visible effect on THT-printing	Slight yellowing but still functional
QUV-Resistance	30 days QUV (ASTM G-53)	Slight yellowing No visible effect on THT-printing	Slight yellowing but still functional
Scratch Resistance	10 times scratching with Erichsen pen with a 10N strength	Printing with R6000: No visible effect Printing with R7964: No visible effect	Not applicable
Marking Permanence MIL-M-81531 20 erasers rubs	20 eraser rubs with hard hand pressure	Printing with R6000: No visible effect Printing with R7964: No visible effect	Not applicable

Eraser Resistance	10 times rubbing with eraser "edding R20"	Printing with R6000: No visible effect Printing with R7964: Print gone	Not applicable

PERFORMANCE PROPERTIES	CHEMICAL RESISTANCE

Samples were printed with Brady Series R6000 Halogen Free and R7964 thermal transfer ribbons and dwelled 24 hours prior to test. Testing consisted of 5 cycles of 10 minute immersion in the specified chemicals followed by 30 minute recovery periods. After the final immersion, samples rubbed 10 times with cotton swab saturated with test fluid. Testing was conducted with inserts outside the carriers at room temperature; results are improved when samples are tested after inserting into carriers. Carriers results are from tests without the inserts.

R6000 Halogen Free			
CHEMICAL REAGENT	**APPEARANCE OF INSERT AND PRINT WITHOUT RUB**	**APPEARANCE OF INSERT AND PRINT WITH RUB**	**APPEARANCE OF CARRIER**
Isopropyl Alcohol	No visible effect	Severe fading	No visible effect
Methyl Ethyl Ketone	Insert destroyed	Insert destroyed	Carrier destroyed
Alcohol Mix*	No visible effect	Severe fading	No visible effect
JP-4 Jet Fuel	No visible effect	No visible effect	No visible effect
MIL 5606 Oil	No visible effect	No visible effect	No visible effect
ASTM#3 Oil	No visible effect	No visible effect	No visible effect
Deionized Water	No visible effect	No visible effect	No visible effect
Motoroil SAE 15W20	No visible effect	No visible effect	No visible effect
Skydrol® 500B-4	No visible effect	Print gone	Carrier is mollified
10% Sulphuric Acid	No visible effect	No visible effect	No visible effect
10% Salt Water Solution	No visible effect	No visible effect	No visible effect

R7964			
CHEMICAL REAGENT	**APPEARANCE OF INSERT AND PRINT WITHOUT RUB**	**APPEARANCE OF INSERT AND PRINT WITH RUB**	**APPEARANCE OF CARRIER**
Isopropyl Alcohol	No visible effect	No visible effect	No visible effect
Methyl Ethyl Ketone	Insert destroyed	Insert destroyed	Carrier destroyed
Alcohol Mix*	No visible effect	Very slight fading	No visible effect
JP-4 Jet Fuel	No visible effect	No visible effect	No visible effect
MIL 5606 Oil	No visible effect	No visible effect	No visible effect
ASTM#3 Oil	No visible effect	Print gone	No visible effect
Deionized Water	No visible effect	No visible effect	No visible effect
Motoroil SAE 15W20	No visible effect	No visible effect	No visible effect
Skydrol® 500B-4	No visible effect	Print gone	Carrier is mollified
10% Sulphuric Acid	No visible effect	Print gone	No visible effect
10% Salt Water Solution	No visible effect	No visible effect	No visible effect

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

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:
ASTM: American Society for Testing and Materials (U.S.A.)
SAE: Society of Automotive Engineers (U.S.A.)
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

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