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BRADY
WHEN PERFORMANCE MATTERS MOST™

Technical Data Sheet

BRADY B-7563 THERMAL TRANSFER PRINTABLE METALLIZED POLYESTER LABEL STOCK

TDS No. B-7563
Effective Date: 15/10/2024

Description:

GENERAL
Print Technology: Thermal transfer
Materials Type: Metallized polyester
Finish: Satin
Adhesive: Permanent acrylic

APPLICATIONS
Rating and serial plates using alphanumerics, barcodes, graphic symbols and logos that require name plate quality.

RECOMMENDED RIBBONS
Brady Series R7961
Brady Series R6000 Halogen Free

REGULATORY/AGENCY APPROVALS
B-7563 is a UL Recognized Component to UL969 Labeling and Marking Standard when printed with the Brady Series R6000 Halogen Free and Brady Series R7961 ribbons. See UL file MH17388 for specific details. UL information can be accessed on-line at UL.com in the UL Product iQ area.

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

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total (excluding liner)	 0.002 inch (0.050 mm) 0.001 inch (0.025 mm) 0.003 inch (0.075 mm)
Adhesion to: - Stainless Steel - Polypropylene - Smooth ABS	ASTM D 1000 20 minute dwell 24 hour dwell 20 minutes dwell 24 hour dwell 20 minutes dwell 24 hour dwell	 53 oz/inch (58 N/100 mm) 61 oz/inch (67 N/100 mm) 46 oz/inch (50 N/100 mm) 48 oz/inch (53 N/100 mm) 69 oz/inch (76 N/100 mm) 60 oz/inch (66 N/100mm)
Tack	ASTM D 2979 Polyken™ Probe Tack 0.5 second dwell	12 oz (344 g)
Dielectric Strength	ASTM D 1000	7640 Volts

Performance properties tested on B-7563 printed with the Brady Series R7961 ribbon. Printed samples were laminated to aluminum and allowed to dwell 24 hours before exposure to the indicated environments. Unless noted, results are the same for the tested ribbons.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
High Service Temperature	30 days at 135°C	No visible effect
Low Service Temperature	30 days at -40°C	No visible effect
Humidity Resistance	30 days at 100°F (37°C) and 95% relative humidity.	No visible effect
UV Light Resistance	30 days in UV Light Chamber	No visible effect
Weatherability	ASTM G53 30 days in QUV	Very slight yellowing , label remains functional
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 250 g/arm (Fed. Std. 191A)	Appearance to print after 100 cycles: R7961 : moderate print removal; print illegible

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE

Samples printed with the Brady Series the Brady Series R7961 and R6000 Halogen Free. Samples laminated to aluminium panels and allowed to dwell 24 hours prior to testing. Test conducted at room temperature. Testing consisted of 5 cycles of 10 minute immersions in the specified test fluid followed by a 30 minute recovery period. After final immersion, samples rubbed 10 times with cotton swab saturated with test fluid.

CHEMICAL REAGENT	R7961	R6000 Halogen Free
Isopropanol	Print gone	No visible effect
Iso-octane	No visible effect	No visible effect
n-hexane	No visible effect	No visible effect
Toluene	Print gone	Print gone
1,1,1-trichloroethane	Print gone	NA
Deionized water	No visible effect	No visible effect
10% NaCl	No visible effect	No visible effect
Acetone	Print gone	Print gone
MEK	Print gone before rub test	Print gone
10% H_2SO_4	No visible effect	No visible effect
Alcohol mix*	No visible effect	No visible effect
10% NaOH	No visible effect	No visible effect
Skydrol 500B-4	Print gone	Print smear, but still legible
Ethanol	Print gone	No visible effect
ASTM#3oil	Print gone	No visible effect
Diesel	No visible effect	No visible effect
Gasoline lead-free	Print gone	No visible effect

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

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.)
UL: Underwriters Laboratories Inc. (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.

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WARRANTY

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