

BRADY B-7610 THERMAL TRANSFER PRINTABLE WHITE PAPER LABEL STOCK

TDS No. B-7610
Effective Date: 05/29/2015

Description:

GENERAL

Print Technology: Thermal transfer
Materials Type: White woodfree uncoated paper
Finish: Matte
Adhesive: Permanent acrylic

APPLICATIONS

B-7610 is used for low cost general labelling applications.
B-7610 is not recommended for labelling highly curved surfaces.

RECOMMENDED RIBBONS

The recommended thermal transfer ribbon is R-7950 for optimal print performance.

ROHS Environmental Compliance

Brady B-7610 is RoHS compliant to RoHS directive 2011/65/EU

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total	0.066 mm (0.0026 inch) 0.015 mm (0.0006 inch) 0.082 mm (0.0032 inch)
Drop Shear	PSTC-107	15 minutes
Adhesion to: -Stainless Steel -Polyethylene -Card board stock	ASTM D 1000 20 minute dwell 24 hour dwell	Destroys upon removal from all listed surfaces.

Performance properties tested on B-7610 printed with R-7950 on BradyPrinter™ THT Model BP-PR-300 thermal transfer printer. Printed samples of B-7610 were laminated to aluminum and allowed to dwell 24 hours before exposure to the indicated environmental conditions.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
Short Term High Service Temperature	5 minutes at 160°C (320°F)	No visible effect at 160°C
Long Term High Service Temperature	30 days at 50°C (122°F) 30 days at 80°C (176°F)	No visible effect Slight discoloration
Low Service Temperature	30 days at -40°C (-40°F)	No visible effect
Humidity Resistance	30 days at 37°C (100°F) and 95% R.H.	No visible effect
UV Light Resistance	30 days in Q-Sun XE-1	Slight discoloration
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 500 g/arm (Fed. Std. 191A, Method 5306)	Print legible to: 75 cycles

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°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:

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.)

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.

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