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## Technical Data Sheet

### BRADY B-7541 PREPRINTED POLYESTER OVERLAMINATED WITH A CLEAR POLYESTER

TDS No. B-7541

Effective Date: 05/06/2000

#### Description:

#### GENERAL

Brady B-7541 is a surface printed white polyester film with a permanent, acrylic based, pressure sensitive adhesive and overlaminated with a clear polyester film.

#### APPLICATIONS

B-7541 is used for pipemarkers and safety signs.

B-7541 gives excellent adhesion to low surface energy surfaces, such as polypropylene and ABS, as well as on most powder coatings.

Standard ink colors are black, red (RAL 3001-GL), yellow (RAL 1003-GL), blue (RAL5005-GL) and green (RAL 6032-GL).

#### ROHS Environmental Compliance

Brady B-7541 is RoHS compliant using EU Directive 2002/95/EC.

#### Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total	0.075 mm (0.003 inch) 0.025 mm (0.001 inch) 0.100 mm (0.004 inch)
Adhesion to:	ASTM D 1000	
-Stainless Steel	24 hours dwell	106 N/100 mm (96 oz/inch)
-Polypropylene	24 hours dwell	45 N/100 mm (41 oz/inch)
-Textured ABS	24 hours dwell	38 N/100 mm (35 oz/inch)
Tack	ASTM D 2979 Polyken™ Probe Tack (1 second dwell, 1 cm/sec separation)	578 g (20.4 oz)
Drop Shear	PSTC-7	3 hours

Printed samples laminated to aluminium and allowed to dwell for 24 hours before exposure to the indicated environments.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
High service temperature	Short term (1h) at 140°C (285°F)	No visible effect
	Long term (30 days) at 110°C (230°F)	No visible effect
Low service temperature	30 days at -40°C (-40°F)	No visible effect
Minimum application temperature		-13°C (9°F)
Humidity Resistance	30 days humidity chamber at 38°C (100°F) and 95% R.H.	No visible effect
Weatherability	ASTM G 53 30 days QUV	Yellow & red : very light darkening* Green, blue & black : no visible effect
UV Resistance	30 days exposure to UV light	Yellow & red : very light darkening* Green, blue & black : no visible effect

\* In all cases the discoloration was less than the maximum allowed delta E for safety colors.

PERFORMANCE PROPERTIES	CHEMICAL RESISTANCE
Finished products are laminated to aluminium panels and allowed to dwell for 24 hours prior to testing. Test conducted at room temperature. Testing consisting of five cycles of 10 min immersions in the specified test fluid, followed by 30 min recovery periods. After final immersion, samples rubbed 10 times with cotton swab saturated with test fluid.	

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE	
	LABEL STOCK SUBSTRATE / ADHESIVE	PRINTING AFTER IMMERSION AND COTTON SWAB RUBS
Petroleumether 80/110	No visible effect	No visible effect
Mineral oil	No visible effect	No visible effect
Toluene	Slight adhesive oozing	No visible effect
Alcohol Mixture*	No visible effect	No visible effect
Methyl ethyl ketone	Slight adhesive oozing	No visible effect
1,1,1-Trichloroethane	Slight adhesive oozing	No visible effect
5 % Sodium hydroxide	No visible effect	No visible effect
5 % Sodium chloride	No visible effect	No visible effect
5 % Sulfide acid	No visible effect	No visible effect
Skydrol® 500B-4	No visible effect	No visible effect
2% soft soap	No visible effect	No visible effect
Water	No visible effect	No visible effect

\* Alcohol mixture is a mixture of 50% ethanol, 30% methanol and 20% distilled water.

Shelf Life: 2 years if stored in its closed package below 80°F and 60% R.H.

#### 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.

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