



## Technical Data Sheet

### BRADY B-7351 THERMAL TRANSFER PRINTABLE TAMPER-RESISTANT WHITE VINYL LABEL STOCK

TDS No. B-7351

Effective Date:

02/04/2019

#### Description:

#### GENERAL

**Print Technology:** Thermal Transfer

**Material Type:** Tamper-Resistant Vinyl

**Finish:** Satin

**Adhesive:** Acrylic

#### APPLICATIONS

Rating and serial plates that require high performance and resistance to product tampering

#### RECOMMENDED RIBBONS

Brady Series R6000 Halogen Free

Brady Series R6200

Brady Series R7961

Brady Series R4900

#### 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](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)

#### SPECIAL FEATURES

Brady B-7351 is designed to fracture easily in order to show signs of product tampering and to prevent one piece label removal. Use caution when removing from liner as material is fragile.

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Total (excluding liner)	0.065 mm (0.0026 inches)
Adhesion to: -Stainless Steel -Smooth ABS - Polyethylene -Polypropylene -Polycarbonate -Polyvinylchloride	ASTM D 1000  20 minute dwell 24 hour dwell	Label destroys upon removal after both 20 minutes and 24 hours for all test surfaces
Application Temperature	Lowest application temperature	4°C (39°F)

Samples were printed with alphanumerics and barcodes using the Brady Series R6000 Halogen Free, the Brady Series R6200, the Brady Series R7961 and the Brady Series R4900 ribbons.

Samples applied to aluminum panels and allowed to dwell 24 hours at room temperature prior to testing. Unless noted otherwise, results were the same for all ribbons.

Performance Properties	Test Methods	Typical Results
Long Term Service Temp	30 days at various temperatures	No visible effect to the print and the label at 80°C. At 100°C, slight discoloration of the label (but still functional) and very slight fading of R 7961 printing.
Low Service Temp	30 days at -40°C (-40°F)	No visible effect
Short Term Service Temp	5 minutes at various temperatures	No visible effect to the label at 180°C, only very slight fading of R7961 printing. Severe discoloration of the label at 240°C, but label still functional.
Humidity Resistance	30 days at 37°C (100°F), 95% R.H.	No visible effect
UV Light Resistance	30 days in UV (Q-Sun Xenon Test Chamber)	No visible effect
Weatherability	ASTM G154 30 days in QUV	No visible effect
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 500 g/arm, 100 cycles (Fed. Std. 191A, Method 5306)	R4900: Slight print removal. Print still legible. R6200, R7961: Moderate print removal. Print still legible.

PERFORMANCE PROPERTY	SOLVENT RESISTANCE
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Samples were printed with alphanumerics and barcodes using the Brady Series R6000 Halogen Free ribbon. Samples applied to aluminum panels and allowed to dwell 24 hours at room temperature prior to testing. Testing consisted of 5 cycles of 10 minute immersions in the specified chemicals followed by 30 minute recovery periods. After final immersion samples rubbed 10 times with cotton swabs saturated in test fluids.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE	
	EFFECT TO LABEL STOCK	R6000 Halogen Free
Isopropyl Alcohol	No visible effect	No visible effect without/ with rub.
Jet Fuel JP-4	No visible effect	No visible effect without/ with rub.
White Spirit	No visible effect	No visible effect without/ with rub.
SAE-15W20 Motor Oil	No visible effect	No visible effect without/ with rub.
Gasoline	Slight adhesive ooze	No visible effect without rub. Slight print removal with rub.
Deionized Water	No visible effect	No visible effect without/ with rub.
5% Sodium Hydroxide Solution	No visible effect	No visible effect without/ with rub.
10% Sulfuric Acid Solution	No visible effect	No visible effect without/ with rub.

B-7351 is not recommended for use in harsh solvents such as MEK, Acetone, and 1,1,1-Trichloroethane.

### 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:

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

Fed. Spec.: United States Federal Specification (U.S.A.)

S. I.: International System of Units

SAE: Society of Automotive Engineers (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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