

**BRADY B-7541 PREPRINTED POLYESTER OVER-LAMINATED WITH A CLEAR POLYESTER**

TDS No. B-7541

Effective Date: 04/10/2021

**Description:**

**GENERAL**

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

**APPLICATIONS**

B-7541 is used for pipe markers 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).

**REGULATORY 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)

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total (excluding liner)	0.100 mm (0.003 inch) 0.020 mm (0.001 inch) 0.120 mm (0.004 inch)
Adhesion to:	ASTM D 1000	
-Stainless Steel	20 minute dwell 24 hours dwell	69 N/100 mm 77 N /100 mm
-Polypropylene	20 minute dwell 24 hours dwell	55 N/100 mm 62 N/100 mm
-Smooth ABS	20 minute dwell 24 hours dwell	74 N/100 mm 92 N/100 mm
-Textured ABS	20 minute dwell 24 hours dwell	14 N/100 mm 21N/100 mm
-Powder Coated	20 minute dwell 24 hours dwell	76 N/100 mm 81 N/100 mm
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
	Long term (30 days) at 130°C (266°F)	red: no visible effect black: becomes more matt yellow & green: became darker blue: became much darker
Low service temperature	30 days at -40°C (-40°F)	No visible effect
Minimum application temperature		2°C (35.6°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
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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
Petroleum Ether 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

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 applications.

#### 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.

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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