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Technical Data Sheet

BRADY B-727 GLOSSY WHITE THERMAL TRANSER PRINTABLE POLYIMIDE LABEL STOCK

TDS No. B-727

Effective Date: 02/03/2014

**Description:**  
**GENERAL**

**Print Technology:** Thermal transfer

**Material Type:** White polyimide (2 mil film)

**Finish:** Glossy

**Adhesive:** Permanent Acrylic

**APPLICATIONS**

Printed circuit board and electronic component pre-process labeling

**RECOMMENDED RIBBONS**

Brady Series R6000 Halogen Free

**REGULATORY/AGENCY APPROVALS**

Brady B-727 is UL Recognized to UL969 Labeling and Marking Standard when printed with the Brady Series R6000 Halogen Free ribbons. See UL file MH17154 for specific details.

Brady B-727 is RoHS compliant to RoHS Directive 2011/65/EU.

B-727 is dibutyl and dioctyl tin free.

**SPECIAL FEATURES**

B-727, in combination with the Series R6000 Halogen Free ribbon, meets the requirements of MIL-STD-202G, Method 215K.

Preheat can be employed to further enhance print permanence in the case of extreme solvent and or/abrasion exposure.

B-727 is designed to withstand multiple cycles of harsh condition washes for printed circuit boards.

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	TYPICAL RESULTS
Thickness	ASTM D1000  -Substrate (topcoat and film)  -Adhesive  -Total (excluding liner)	  0.0027 inch (0.068 mm)  0.0017 inch (0.043 mm)  0.0044 inch (0.111 mm)
Adhesion to:  -Stainless Steel     -Epoxy PC Board	ASTM D1000  20 minute dwell  24 hour dwell   20 minute dwell  24 hour dwell	  46 oz/in (50 N/100 mm)  57 oz/in (62 N/100 mm)   36 oz/in (39 N/100 mm)  49 oz/in (54 N/100 mm)
Tack	ASTM D2979  Polyken™ Probe Tack  0.5 second dwell	  67 oz (1900 g)
Drop Shear	PSTC-7 (1/2" x 1" sample)	> 100 hours
Dielectric Strength	ASTM D1000	10,000 volts

Performance properties tested on B-727 printed with Brady Series R6000 Halogen Free thermal transfer ribbon. Printed samples of B-727 were laminated to aluminum and allowed to dwell 24 hours before exposure to the indicated environmental conditions.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
Short Term High Service Temperature	80 seconds at 572°F (300°C)	No visible effect to label at 572°F (300°C), label discolors slightly at 626°F (330°C) but is still functional, label still functional but moderately discolored at 662°F (350°C); print is still legible
	5 minutes at 500°F (260°C)	No visible effect to label at 500°F (260°C), label discolors slightly at 518°F (270°C), at 572°F (300°C) label moderately discolors and adhesive discolors at label edge. Label remains functional. Print is legible
	2 hours at 338°F (170°C)	No visible effect to label at 338°F (170°C), label discolors slightly at 374°F (190°C), moderately at 428°F (220°C) and severely at 500°F (260°C). Label remains functional. Print is legible
Long Term High Service Temperature	1000 hours at 212°F (100°C)	No visible effect to label at 212°F (100°C), label discolors slightly at 248°F (120°C),

		moderately at 293°F (145°C). Label remains functional. Print is legible
Low Service Temperature	1000 hours at -94°F (-70°C)	No visible effect
Humidity Resistance	1000 hours at 95°C (37°C)/95%RH	No visible effect
UV Light Resistance	ASTM G155, cycle 1, Dry 1000 hours in Q-Sun Xenon Test Chamber	Topcoat turns yellow, label remains functional
Weatherability*	ASTM G155, Cycle 1 1000 hours in Xenon arc Weather-Ometer®	Slight discoloration
Salt Fog Resistance	ASTM B117 1000 hours in 5% salt fog solution chamber	No visible effect
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 500 g/arm (Fed. Std. 191A, Method 5306)	Print legible after 100 cycles
Chemical Vapor Phase Resistance	Labels adhered to epoxy PC board and exposed to the vapor of the boiling chemical for 10 minutes and then rubbed with a cotton swab saturated with the chemical for 10 rubs  Test samples were baked 4 minutes at 160°C prior to testing  Ionox® 3955  Micronox® MX2501	Severe print removal  Complete print removal

\*B-727 is not recommended for outdoor use.

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE
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Samples printed with Series R6000 Halogen Free thermal transfer ribbon. Samples laminated to epoxy PC board. Test samples were exposed to the indicated environments. Test samples were baked 4 minutes at 160°C before testing. All test samples were immersed in the test fluids for 10 minutes. Samples were rubbed 10 times with a cotton swab saturated with the test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE	
	EFFECT TO LABEL	R6000 HALOGEN FREE

## Rating Scale:

1=no visible effect

2=slight smear or print removal, detectable but minimal smear

3=moderate smear or print removal (print still legible)

4=severe smear or print removal (print illegible or just barely legible)

5=complete print removal

PERFORMANCE PROPERTY	TEST METHOD
Solvent Resistance	MIL-STD-202G, Method 215K

Test samples were printed with Series R6000 Halogen Free thermal transfer ribbon. Labels were printed with alphaumerics and barcodes. Test samples were subjected to 3 cycles of 3 minute immersions immediately followed by a toothbrush rub after each immersion.

TEST FLUID	RESULTS R6000 HALOGEN FREE
Solvent A  1 part IPA, 3 parts mineral spirits	Meets requirement
Solvent C  Terpene Defluxer	Meets requirement
Solvent D  Saponifier @ 70°C	Meets requirement

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 80% 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 application.

**Trademarks:**

ANSI: American National Standards Institute (U.S.A.)

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

All S.I. Units (metric) are mathematically derived from the U.S. Conventional Units

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**Note:** All values shown are averages and should not be used for specification purposes.

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