



**B-2414 AQUEOUS INKJET PRINTABLE WHITE BRADYGRIP™ LABEL STOCK**

TDS No. B-2414  
Effective Date: 5/9/2024

**Description:**

Brady B-2414 label stock is an aqueous inkjet printable, flexible, matte finish label stock laminated to Velcro hook backing.

**General:**

**Print Technology:** Inkjet

**Materials Type:** White Polyester Inkjet Receptive Surface; Polypropylene Backing

**Finish:** Matte

**Anchoring System:** Velcro® Brand hooks

**Applications:**

B-2414 is designed to adhere to the loop side of hook-and-loop fasteners. Specific applications include wire and cable management products, such as Velcro® Brand One-Wrap®.

**Recommended Inks:**

J2000: BradyJet™ J20 Full Color Ink Cartridge: cyan/magenta/yellow

J7300: BradyJet™ P-Series Ink Cartridges: cyan/magenta/yellow and black

**Details:**

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 Total	0.016 inch (0.406 mm)
Shear Adhesion to: -Velcro® One-Wrap®	ASTM D 5169	69 lbf/in <sup>2</sup>
Peel Adhesion to: -Velcro® One-Wrap®	ASTM D 5170	12 ozf/in

Performance properties were tested on samples adhered to the loop side of Velcro® Brand One-Wrap® that was wrapped around a 1/2" diameter mandrel.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
Long Term High Service Temperature	30 days at 50°C	No visible effect
Humidity Resistance	30 days at 100°F (38°C) and 95% relative humidity.	No visible effect
UV Light Resistance	30 days in Q-Sun™	Not evaluated for outdoor use
Weatherability	ASTM G155, Cycle 1 30 days in Xenon Arc Weatherometer	Not evaluated for outdoor use
Print Abrasion Resistance	20 eraser double rubs, 2 lb weight	No visible effect

## **REGULATORY**

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)

### **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:**

Velcro® and One-Wrap® are registered trademarks of Velcro BVBA

BradyGrip™ and BradyJet™ are trademarks of Brady Corporation

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

**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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