

## BRADY B-7597 WHITE OPAQUE POLYETHYLENE TAG

TDS No. B-7597  
 Effective Date: 02/01/2025

### Description:

#### GENERAL

B-7597 is a white opaque polyethylene tag with a topcoat specifically formulated for thermal transfer printing.

#### APPLICATIONS

The facestock resists tearing and the topcoat resists smudging and abrasion when printed with Brady thermal transfer ribbons.

#### RECOMMENDED RIBBONS

Recommended ribbons for B-7597 are BradySeries R7950, R7960, R7961 and R4300 black thermal transfer ribbons.

#### SPECIAL FEATURES

Brady B-7597 meets the requirements of a halogen-free material per DIN VDE 0472 part 815. (Statement based on review of product construction and confirmatory halogen content test run at an independent test laboratory.)

#### REGULATORY/AGENCY APPROVAL

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
Total Thickness	ASTM D 1000	0,2 mm (0.008 inch)
Tensile Strength	ASTM D 1000	528,9 N/100 mm (30.2 lbs/inch)
Elongation	ASTM D 1000	23,7 mm (193%)

Performance properties tested on B-7597 printed with R-7950, R-7960 and R-7961. Labels tested after 24 hours dwell time.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
Low Service Temperature	30 days at -40° C (-40° F)	No visible effect
High Service Temperature	30 days at 100° C (212° F)	No visible effect to print, slight tag curl
Humidity Resistance	30 days at 37° C (99° F) and 80% R.H.	No visible effect to material or print
UV Light Resistance	30 days in UV light chamber	No visible effect to material or print
Weatherability*	30 days in QUV (ASTM G26)	Slight yellowing of material, no visible effect to print
Abrasion Resistance	Method S306 US Federal Test 191A CS 10 + 500 g/arm	Number of cycles until print is illegible  R-7950 30 cycles R-7960 70 cycles R-7961 120 cycles

\*B-7597 has limited outdoor use (1 year maximum)

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE
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Samples printed with thermal transfer ribbons R-7950, R-7960 and R-7961. The test was conducted at room temperature. Testing consisted of 5 cycles of 10 minutes immersions in the specified test fluid followed by a 30 minute recovery period. After the final immersion the samples are rubbed 10 times with a cotton swab saturated with the test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE		
	EFFECT TO MATERIAL	R-7950	R-7960

1,1,1-Trichloroethane	No visible effect	Slight print fade w/o rub, complete print removal w/ rub	Moderate print fade w/o rub, complete print removal w/ rub	Complete print removal when immersed
IPA	No visible effect	No visible effect w/o rub, moderate print smear w/ rub	No visible effect w/o rub, slight print removal w/ rub	No visible effect w/o rub, moderate print removal after rub
Alcohol Mixture*	No visible effect	No visible effect w/o rub, slight print removal w/ rub	No visible effect w/o rub, complete removal w/ rub	No visible effect w/o rub, moderate print removal w/ rub
Gasoline	Slight material curl	No visible effect w/o rub, complete print removal w/ rub	No visible effect w/o rub, complete print removal w/ rub	Moderate print fade w/o rub, complete print removal with rub
Skydrol® 500B-4	Slight material curl	Print lift w/o rub, complete print removal w/ rub	Print lift w/o rub, complete print removal with rub	Print lift w/o rub, complete print removal with rub
MIL-5606 Oil	Slight material curl	No visible effect with and without rub	No visible effect with and without rub	No visible effect with and without rub
ASTM #3 Oil	Slight material curl	No visible effect with and without rub	No visible effect with and without rub	No visible effect with and without rub
5% Sodium Hydroxide Solution	Topcoat degradation on edge of material	No visible effect w/o rub, severe print removal w/ rub	No visible effect w/o rub, complete print removal after rub (topcoat removed)	No visible effect without rub, complete print removal after rub (topcoat removed)
5% Sulfuric Acid Solution	No visible effect	No visible effect with and without rub	No visible effect with and without rub	No visible effect with and without rub
Deionized Water	No visible effect Topcoat scratched off after immersion	No visible effect w/o rub, moderate print smear w/ rub	No visible effect w/o rub, slight print smear w/ rub	No visible effect w/o rub, slight print smear with rub

\* Alcohol Mix is 50% ethanol, 30% methanol, and 20% water by volume.

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:

Skydrol® is a registered trademark of the Monsanto Company  
ASTM: American Society for Testing and Materials (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.