Polypropylene Label Material
7777

Technical Data **March, 2012**

Product Description

3M™ Polypropylene Label Material 7777 is a durable material that offers good thermal stability and moisture resistance. This label material utilizes 3M™ Permanent Acrylic Adhesive, which is designed for use in various applications.

Construction

Facestock	Adhesive	Liner
2.6 mils (66 microns) White Polypropyelen T2S	0.9 mil (23 microns) Permanent acrylic	3.2 mils (80 microns) 50# super calendered kraft sheet

(Calipers are nominal values)

Features

- Corona-treated facestock for improved ink receptivity.
- Good film stiffness allows easy die cutting and dispensing for automatic applications.
- Bright white and high opacity facestock.
- Permanent acrylic adhesive offers high initial tack and is designed for use on a wide variety of substrates including low surface energy (LSE) plastics.
- UL recognized (File MH16411) and CSA accepted (File 99316). See the UL and CSA listings for details.

Application Ideas

- Light duty durable applications such as Barcode, Property Identification or Asset Labels.
- Warning, Instruction and Service Labels for Durable Goods.

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Typical Physical Properties

Note: The following technical information and data should be considered representative or typical only and should not be used for specification purposes.

Adhesion properties determined per TLMI Method using 1.0 mil polyester with 1.0 mil of adhesive on a polished stainless steel panel.

Peel Adhesion	2.2 lbs./in. (528 N/m)	TLMI Method, 180° Peel, 12"/min., 1" wide sample
Loop Tack	1.8 lbs./in. (316 N/m)	TLMI Method, 12"/min., 1" wide sample
Adhesive Coat Weight	1.75 g/100 in^2 ± 10%	3M Method E10MFP01
Shear	4 hours	TLMI Method, 0.25 in^2 x 500g
Release Range	15 to 50 g/2 in.	TLMI Method, 180° removal, 300 in./min.
Application Temperature	40°F to 120°F (5°C to 49°C)	
Service Temperature	-20°F to 257°F (-29°C to 125°C)	
Convertability	3M™ Permanent Acrylic Adhesive is specifically designed to be compatible with a variety of print methods and end use applications. Adhesive processing issues are not anticipated when proper roll tensions, handling and storage conditions are used. Please refer to the die cutting/converting section of this data page or the "Guide to Converting and Handling Label Products" technical bulletin for additional information.	

Application Techniques

- For maximum bond strength, surface should be clean and dry. A typical cleaning solvent is heptane or isopropyl alcohol*****
- For best bonding conditions, application surface should be at room temperature or slightly higher. Low temperature surfaces, below 50°F (10°C), cause the adhesive to become so firm that it will not develop maximum contact with the substrate.
- Higher initial bonds are achieved through increased rub down pressure. Use maximum laminating pressure for best results.

***Note**: Consult the manufacturer's Material Safety Data Sheet for proper handling and storage of solvents.

Printing

Facestock is corona treated for improved ink receptivity. Facestock is printable by all standard roll processing methods including Flexography, hot stamp, letterpress and screen printing.

The following thermal transfer ribbons are suggested for possible use with product 7777

– Armor: AXR-7+; AXR-600
Dai Nippon: R-300; R-316; M-230
Iimak: SP-330; PrimeMark

– Intermec: Premium
Ricoh: B110A; B110C
Sony: TR4070; TR5070

– Zebra: 4065; 5095

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Die-cutting

Rotary die cutting is recommended. Fanfolding of labels is not recommended.

Storage Conditions

Store under normal conditions of 70°F (21°C) and 50% relative humidity. To minimize the effects of humidity on the products, package the die-cut and printed stock in polyethylene bags. Low density polyethylene (2-4 mils) can help prevent humidity penetration.

Shelf Life

To obtain best performance, use this product within two years from the date of manufacture.

Technical Information

The technical information, recommendations and other statements contained in this document are based upon tests or experience that 3M believes are reliable, but the accuracy or completeness of such information is not guaranteed.

Product Use

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ISO 9001:2008

This Industrial Adhesives and Tapes Division product was manufactured under a 3M quality system registered to ISO 9001:2008 standards.

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