



Thermal Transfer White Polyester Label Product 7231

Technical Data

October, 2007

Product Description 3M™ Thermal Transfer White Polyester Label Product 7231 is a durable, high performance matte finish material that offers excellent thermal stability and moisture resistance. The product is suitable for demanding applications such as nameplates and product ID labels. The polyester label utilizes 3M™ Permanent Acrylic Adhesive P1425 that offers excellent adhesion to a wide variety of substrates, including polyolefins.

Construction	Facestock	Adhesive	Liner
	.002 in. White Polyester MC	P1425 Perm. 0.9 mils	50# SC 3.1 mil semi-bleached super calendered kraft sheet

(Calipers are nominal values)

- Features**
- Meets CONEG requirements.
 - Adhesive dry ingredients are listed by FDA as indirect food contact additives when used in food packaging with minimum opportunity for exposure. See 21 CFR 175.105.
 - Liner is designed for high-speed die cutting and matrix stripping. Not recommended for sheet on press applications.
 - UL recognized under files MH11410 and MH16411.
 - Meets EU RoHS Directive (e.g.) means that the product or part does not contain any of the following substances in excess of the following maximum concentration values in any homogeneous material, unless the substance is in an application that is exempt under RoHS: (a) 0.1% (by weight) for lead, mercury, hexavalent chromium polybrominated biphenyls or polybrominated diphenyl ethers; or (b) 0.01% (by weight) for cadmium. Unless otherwise stated by 3M in writing, this information represents 3M's knowledge and belief based on information provided by third party suppliers to 3M.

- Application Ideas**
- Durable goods.
 - Nameplates.
 - Product ID.

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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 0.9 mil of adhesive on a stainless steel panel.

Peel Adhesion	2.0 lbs./in. (387 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
Shear	10 hours	TLMI Method, 0.25 in. ² x 500g
Adhesive Coat Weight	1.75 g/100 in. ² ± 10%	3M Method E10MFP01
Liner Release	15 to 50 g/2 in.	TLMI Method, 180° removal, 300 in./min.
Service Temperature	-20°F to 302°F (-29°C to 150°C)	
Application Temperature	40°F to 120°F (5°C to 49°C)	
Convertability	3M™ Permanent Acrylic Adhesive P1425 is 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.	

Printing

- Special topcoat is designed for print receptivity with most film ink systems, thermal transfer, copiers and laser printers.

Water-based Flexo inks:

Akzo Nobel Hydro Film 4000 Series

Arcar Ultra Film Series 5 Inks

Ribbons:

Sony 4070

Sony 4075

Sony 5070

Iimak SP330

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.

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Product Use

All statements, technical information and recommendations contained in this document are based upon tests or experience that 3M believes are reliable. However, many factors beyond 3M's control can affect the use and performance of a 3M product in a particular application, including the conditions under which the product is used and the time and environmental conditions in which the product is expected to perform. Since these factors are uniquely within the user's knowledge and control, it is essential that the user evaluate the 3M product to determine whether it is fit for a particular purpose and suitable for the user's method of application.

Warranty and Limited Remedy

Unless stated otherwise in 3M's product literature, packaging inserts or product packaging for individual products, 3M warrants that each 3M product meets the applicable specifications at the time 3M ships the product. Individual products may have additional or different warranties as stated on product literature, package inserts or product packages. 3M MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR ANY IMPLIED WARRANTY ARISING OUT OF A COURSE OF DEALING, CUSTOM OR USAGE OF TRADE. User is responsible for determining whether the 3M product is fit for a particular purpose and suitable for user's application. If the 3M product is defective within the warranty period, your exclusive remedy and 3M's and seller's sole obligation will be, at 3M's option, to replace the product or refund the purchase price.

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ISO 9001:2000

This Industrial Adhesives and Tapes Division product was manufactured under a 3M quality system registered to ISO 9001:2000 standards.



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10% post-consumer

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