



7777 Polypropylene Label Material

Product Data Sheet

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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.

Physical Properties

Not for specification purposes
(Calipers are nominal values)

Facestock	66 micron White Label-Lyte BOPP
Adhesive	23 microns Permanent acrylic
Liner	80 microns 50# super calendered kraft paper

Key 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

Performance Characteristics

Not 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	5,28 N/cm	TLMI Method, 180° Peel, 12"/min., 1" wide sample
Loop Tack	3,16 N/cm)	TLMI Method, 12"/min., 1" wide sample
Adhesive Coat Weight	1.75 g/6,45m ² ± 10%	3M Method E10MFP01
Shear	4 hours	TLMI Method, 0.25 in. ₂ x 500g
Release Range	15 to 50 g/50mm	TLMI Method, 180° removal, 300 in./min.
Application Temperature	5°C to 50°C	
Service Temperature	-30°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.	

Processing**Printing:**

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

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

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, 5094

Die Cutting:

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

Packaging:

To minimize the effects of humidity on the products, package the die-cut and printed stock in LD polyethylene bags.

Special Considerations	For maximum bond strength, the surface should be clean and dry. Isopropyl alcohol or heptane is a typical cleaning solvent.
	<p>NOTE: When using solvents, read and follow the manufacturer's precautions and directions for use and storage.</p> <p>For best bonding conditions, application surface should be at room temperature or slightly higher. Low temperature surfaces, below 10°C can cause the adhesive to become so firm that it will not develop maximum contact with the substrate. Higher initial bonds can be achieved through increased rubdown pressure. Use maximum laminating pressure for best results.</p>
Storage	Store in the original packaging at 15°-25°C & 40-60 % relative humidity
Shelf Life	24 months from date of manufacture
For Additional Information	<p>To request additional product information or to arrange for sales assistance, call..... Address correspondence to: 3M</p>
Important Notice	<p>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 or application. All questions of liability relating to this product are governed by the terms of the sale subject, where applicable, to the prevailing law</p>

Values presented have been determined by standard test methods and are average values not to be used for specification purposes. Our recommendations on the use of our products are based on tests believed to be reliable but we would ask that you conduct your own tests to determine their suitability for your applications.

This is because 3M cannot accept any responsibility or liability direct or consequential for loss or damage caused as a result of our recommendations

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3M Italia Srl
Adesivi e Nastri per l'Industria
Sistemi di Identificazione
Via Norberto Bobbio, 21
20096 PIOLTELLO MI
TEL.02.70351