



Label Material 7808

Thermal Transfer Matte Silver Polyester Label Material

Product Data Sheet

Updated : April 2000
Supersedes : October 1999

Physical Properties
Not for specification purposes
(Calipers are nominal values)

Facestock	50 micron (2.0 thou) Matt Silver Polyester
Adhesive	20 micron (0.8 thou) Permanent, high tack, UV stable acrylic adhesive.
Liner	75 micron (3 thou), 90 g/m ² (#55) White Glassine
Shelf Life	24 months from date of manufacture of product when properly stored between 10 & 25°C and 35-65% relative humidity.

Features:

- Facestock is topcoated for thermal transfer printing. Resin ribbons are recommended for optimum durability. The topcoat also provides improved ink anchorage for traditional forms of press printing.
- Permanent UV stable acrylic adhesive, formulated with high tack and high ultimate adhesion and it particularly suitable for non polar substrates.
- 90g/m² densified kraft liner for consistent die cutting.
- 3M™ Label Material 7808 is UL and C-UL recognised (File MH16411) . See the ULListings for details.

Application Ideas:

- Barcode labels and rating plates.
- Property identification and asset labelling.
- Warning, instruction, and service labels for durable goods.
- Nameplates for durable goods.

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Performance Characteristics

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Adhesive Performance	180° Peel Adhesion to Glass FINAT 1	6.8 N/10mm
	Loop Tack to Glass FINAT 9	6.0 N/10mm
Environmental Performance	The topcoat is designed to have excellent resistance to UV, moisture & a wide variety of chemicals, e.g. diesel fuel, petroleum spirits, brake fluid, oil, anti-freeze, mild acids and alkalis, ethanol, IPA, hexane, water, soap solution.	

Processing

Printing:

Facestock is topcoated for improved ink receptivity and is designed for thermal transfer printing. High definition thermal transfer images can be printed using hybrid or resin ribbons on a wide variety of printers. It is printable by all standard roll processing methods including flexography, hot stamp, letterpress, and screen printing.

Die Cutting:

Rotary die cutting is recommended. Small labels should be evaluated carefully. Winding tensions should be kept at a minimum to help prevent the adhesive from oozing.

Packaging:

Finished labels should be stored in plastic bags.

Special Considerations

For maximum bond strength, the surface should be clean and dry. Typical cleaning solvents are heptane and isopropyl alcohol.

NOTE: When using solvents, read and follow the manufacturer's precautions and directions for use.

For best bonding conditions, application surface should be at room temperature or higher. Low temperature surfaces, below 5°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.

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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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