



**BRADY B-437 THERMAL TRANSFER PRINTABLE LABEL STOCK**

TDS No. B-437  
 Effective Date: 09-Feb-2009

**Description:**

**GENERAL**

**Print Technology:** Thermal transfer  
**Material Type:** Topcoated polyvinylfluoride  
**Finish:** Matte  
**Adhesive:** Permanent acrylic

**APPLICATIONS**

Cable and wire bundle applications and label applications where self-extinguishing properties are required

**RECOMMENDED RIBBONS**

Brady Series R4300  
 Brady Series R6200

**REGULATORY APPROVALS**

Brady B-437 is RoHS compliant to 2005/618/EC MCV amendment to RoHS Directive 2002/95/EC.

**SPECIAL FEATURES**

B-437 has been judged to be self-extinguishing by laboratory testing, and exhibits good solvent and heat resistance.

B-437 is available in white, yellow and various other colors.

B-437 meets the requirements of MIL-M-87958, Pressure Sensitive Adhesive Wire or Cable Marker and Identification specification.

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total	0.0026 inch (0.066 mm) 0.0010 inch (0.025 mm) 0.0036 inch (0.091 mm)
Adhesion to: -Stainless Steel	ASTM D 1000 20 minute dwell	50 oz/inch (55 N/100 mm)
Tack	ASTM D 2979 Polyken™ Probe Tack 1 second dwell	28 oz (800 g)
Tensile Strength and Elongation	ASTM D 1000 -Machine	20 lbs/inch (350 N/100 mm), 150%
Dielectric Strength	ASTM D 1000	5000 Volts
Flammability	ASTM D 1000 Average Burn Time	Less than 10 seconds

Performance properties tested on B-437 printed with Series R4300 and R6200 ribbons using the BradyPrinter™ THT Model 300X thermal transfer printer. Printed samples were laminated to aluminum and allowed to dwell 24 hours before exposure to the indicated environments. Unless noted, results are the same for both ribbons.

PERFORMANCE PROPERTIES	TEST METHOD	TYPICAL RESULTS
High Service Temperature	30 days at 275°F (135°C)	At 135°C no visible effect to slight topcoat color fade (depending upon specific color). At 145°C slight color fade all colors except yellow, which had severe color fade. No visible effect to print and labels well adhered at 135°C and 145°C. Slight shrinkage at 145°C
Low Service Temperature	30 days at -94°F (-70°C)	No visible effect
Humidity Resistance	30 days at 100°F (37°C) and 95% R.H.	No visible effect
UV Light Resistance	30 days in UV Sunlighter™ 100	No visible effect
Weatherability	ASTM G155, Cycle 1 30 days in Xenon Arc Weatherometer	Slight to moderate topcoat fade depending upon specific colors. All colors distinguishable. No visible effect to print.
Salt Fog Resistance	ASTM B 117 30 days in 5% salt fog solution chamber	No visible effect
Abrasion Resistance	Taber Abraser, CS-10 grinding wheels, 500 g/arm, 100 cycles (Fed. Std. 191A, Method 5306)	R4300: Moderate print removal and print smear. Print still legible  R6200: Slight print removal. Print still legible

PERFORMANCE PROPERTY	CHEMICAL RESISTANCE
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Samples printed with Series R4300 and R6200 ribbons and laminated to aluminum panels and allowed to dwell 24 hours prior to testing. Test conducted at room temperature. Testing consisted of 15 minute and 24 hour immersions in the specified test fluid followed by rubbing on print 10 times with cotton swab saturated with test fluid.

#### 15 MINUTE IMMERSION

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE		
	EFFECT TO LABEL STOCK	R4300	R6200
Methyl Ethyl Ketone	Slight adhesive ooze and slight color fade on yellow with immersion	No visible effect to print without rub, complete print and topcoat removal with rub	No visible effect to print without rub, complete print and topcoat removal with rub
1,1,1-Trichloroethane	Slight adhesive ooze and slight color fade on yellow with immersion	No visible effect to print without rub, complete print removal with rub	No visible effect to print without rub, complete print removal with rub
Isopropyl Alcohol	No visible effect	No visible effect with or without rub	No visible effect with or without rub
Methyl Alcohol	No visible effect	No visible effect with or without rub	No visible effect with or without rub
Gasoline	Slight adhesive ooze	No visible effect without rub, slight print removal with rub	No visible effect without rub, slight print removal with rub
JP-8 Jet Fuel	No visible effect	No visible effect with or	No visible effect with or

		without rub	without rub
Mineral Spirits	No visible effect	No visible effect without rub, slight print removal with rub	No visible effect with or without rub
SAE 20 WT Oil at 70°C	No visible effect	No visible effect without rub, severe print removal with rub	No visible effect with or without rub
Mil 5606 Oil	No visible effect	No visible effect with or without rub	No visible effect with or without rub
Speedicut Cutting Oil	No visible effect	No visible effect with or without rub	No visible effect with or without rub
Skydrol® 500B-4	Slight adhesive ooze	No visible effect without rub, slight print removal with rub	No visible effect without rub, moderate to severe print removal with rub
Deionized Water	No visible effect	No visible effect with or without rub	No visible effect with or without rub
5% Alconox® Detergent	No visible effect	No visible effect with or without rub	No visible effect with or without rub
10% Sodium Hydroxide Solution	No visible effect	No visible effect with or without rub	No visible effect with or without rub
10% Sulfuric Acid Solution	No visible effect	No visible effect with or without rub	No visible effect with or without rub

#### 24 HOUR IMMERSION

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE		
	EFFECT TO LABEL STOCK	R4300	R6200
Methyl Ethyl Ketone	Softening of adhesive. No to severe topcoat fade depending on color*	Print degradation with immersion, complete print and topcoat removal with rub	Complete print and topcoat removal with rub
1,1,1-Trichloroethane	Slight adhesive ooze. No to severe topcoat fade depending on color*	Complete print removal with rub	Complete print removal with rub
Isopropyl Alcohol	No visible effect	No visible effect without rub, moderate print removal with rub	No visible effect with or without rub
Methyl Alcohol	Slight discoloration of green topcoat	No visible effect with or without rub	Slight print fade with immersion, no effect with rub
Gasoline	Slight adhesive ooze and topcoat discoloration on white label	No visible effect without rub, slight print removal with rub	No visible effect without rub, slight print removal with rub
JP-8 Jet Fuel	No visible effect	No visible effect without rub, slight print removal with rub	No visible effect with or without rub
Mineral Spirits	No visible effect	No visible effect without rub, slight print removal with rub	No visible effect with or without rub
SAE 20 WT Oil at 70°C	Slight topcoat discoloration on white label*	No visible effect without rub, severe print removal with rub	No visible effect with or without rub
Mil 5606 Oil	Slight topcoat discoloration on white label	No visible effect with or without rub	No visible effect with or without rub

Speedicut Cutting Oil	No visible effect	No visible effect with or without rub	No visible effect with or without rub
Skydrol® 500B-4	Slight adhesive ooze	No visible effect without rub, slight print removal with rub	No visible effect without rub, severe print removal with rub
Deionized Water	No visible effect	No visible effect with or without rub	No visible effect with or without rub
5% Alconox® Detergent	No visible effect	No visible effect with or without rub	No visible effect with or without rub
10% Sodium Hydroxide Solution	Moderate to severe topcoat discoloration or fade on all colors.	Complete print and topcoat removal with rub	Complete print and topcoat removal with rub
10% Sulfuric Acid Solution	No visible effect	No visible effect with or without rub	No visible effect with or without rub

\*Yellow and green labels had moderate to severe fade or discoloration in this solvent, all other labels had no visible effect unless mentioned. Overall the green topcoat had slight to severe discoloration in the following chemicals: Methyl Ethyl Ketone, 1,1,1-Trichloroethane, Methyl Alcohol, Gasoline, Mineral Spirits, SAE 20 Wt Oil, Skydrol® 500B-4 and 10% NaOH.

Product testing, customer feedback, and history of similar products, support a customer performance expectation of at least **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 degrees F (27 °C) and 60% RH*. We are confident that our product will perform well beyond this time frame. However, it remains the responsibility of the user to assess the risk of using such product. We encourage customers to develop functional testing protocols that will qualify a product's fitness for use, in their actual applications.

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 ASTM: American Society for Testing and Materials (U.S.A.)  
 SAE: Society of Automotive Engineers (U.S.A.)  
 All S.I. Units (metric) are mathematically derived from the U.S. Conventional Units.

**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.

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## Specification Of Thermal Transfer Printable Labels

**Application(s):** Panel Identification, Wire & Cable Marking

**Agency:** MIL-M-87958, RoHS Compliant

**Approval(s)/Compliance:**

**Size:** 1.500" W x 300' H (38.100 mm W x 91.440 m H)

**Printable Area:** 1.500" W x 300' H (38.100 mm W x 91.440 m H)

**Web Width:** 1.750" (44.45 mm)

**Label Type/Style:** Label

**Vertical Repeat:** 300' (91.44 m)

**Color:** White

**Finish:** Matte

**Qty Per Row:** 1

**Material Type:** Tedlar®

**Material Description:** Self-Extinguishing Tedlar®

**Brady Material #:** [B-437](#)

**General ID Catalog:** [pg. 30](#)

**Recommended Ribbon Series:** 4300

**Suggested Ribbon Part#:** R4306

**Acceptable Ribbon Series:** 6200

**Printer Compatibility:** BBP81, Brady 1244, Brady 1344, Brady 200MVP Plus, Brady 2461, Brady 300MVP Plus, Brady 300X-Plus II, Brady 3481, Brady 360X-Plus II, Brady 600X-Plus II, Brady 6441, Brady IP, Tagus T200, Tagus T300, Thermal Transfer Printers

**Style:** Roll-Form, Radius Corners

**Surface:** Smooth, Textured/Rough

**Special Properties:** Self-Extinguishing

**QTY/UOM:** 1/Roll