

**BRADY B-708 WHITE VINYL LABEL STOCK**

TDS No. B-708  
Effective Date: 01/21/2019

**Description:**

**GENERAL**

**Print Technology:** Preprinted  
**Material Type:** Polyvinylchloride  
**Finish:** Semi Gloss  
**Adhesive:** Permanent Acrylic

**APPLICATIONS**

Brady B-708 is used primarily for pre-printed general identification labels.

**REGULATORY APPROVALS**

For information on the Weee-RoHS compliance status for a Brady Product go to one of the following websites:

In Canada: [www.bradycanada.ca/weee-rohs](http://www.bradycanada.ca/weee-rohs)  
In Europe: [www.bradyeurope.com/rohs](http://www.bradyeurope.com/rohs)  
In Japan: [www.bradyc.co.jp/products/labelsuse/rohs](http://www.bradyc.co.jp/products/labelsuse/rohs)  
All other regions: [www.bradycid.com/weee-rohs](http://www.bradycid.com/weee-rohs)

**SPECIAL FEATURES:**

Brady B-708 has excellent conformability, water and oil resistance, and exhibits good outdoor weathering resistance.

**Details:**

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total (excluding liner)	0.0038 inch (0.097 mm) 0.0010 inch (0.025 mm) 0.0048 inch (0.122 mm)
Adhesion to:	ASTM D 1000	
-Stainless Steel	20 minute dwell 24 hour dwell	34 oz/in (37 N/100 mm) 44 oz/in (48 N/100 mm)
-Polypropylene	20 minute dwell 24 hour dwell	32 oz/in (35 N/100 mm) 36 oz/in (39 N/100 mm)
-Textured ABS	20 minute dwell 24 hour dwell	6 oz/in (7 N/100 mm) 9 oz/in (10 N/100 mm)
Tack	ASTM D 2979 Polyken™ Probe Tack 0.5 second dwell	21 oz (600 g)
Tensile Strength and Elongation	ASTM D 1000 -Machine Direction	14 lbs/in (245 N/100 mm), 125%
Application Temperature	Lowest application temperature to steel	45°F (7°C)

B-708 samples tested for Performance Properties were applied to aluminum panels and allowed to dwell 24 hours at room temperature prior to testing. Samples were tested unprinted.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
High Service Temperature	30 days at various temperatures	No visible effect at 70°C. At higher temperatures up to 90°C, label is still functional, but exhibits slight discoloration.
Low Service Temperature	30 days at -40°F (-40°C)	No visible effect.
Humidity Resistance	30 days at 100°F (37°C), 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	No visible effect.

Salt Fog Resistance	ASTM B 117 30 days in 5% salt fog solution chamber	No visible effect.
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<b>PERFORMANCE PROPERTY</b>	<b>CHEMICAL RESISTANCE</b>
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Samples were laminated to aluminum panels and dwelled 24 hours prior to test. Testing consisted of 5 cycles of 10 minute immersions in the specified chemicals followed by 30 minute recovery periods. Testing was conducted at room temperature.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE
Methyl Ethyl Ketone	Label material dissolved.
1,1,1-Trichloroethane	Label material dissolved.
Isopropyl Alcohol	No visible effect.
SAE 20 WT Oil	No visible effect.
Mil 5606 Oil	No visible effect.
Speedi Kut Cutting Oil 332	No visible effect.
Gasoline	Slight label edge lift.
Rust Veto® 377	Moderate discoloration of vinyl.
Deionized Water	No visible effect.
3% Alconox® Detergent	No visible effect.
Northwoods™ Buzz Saw Citrus Degreaser	No visible effect.

**Shelf Life:**

Shelf life is one year from the date of receipt for this product as long as this product is stored in its original packaging in an environment below 80° F (27° C) and 60% RH. It remains the responsibility of the user to assess the risk of using this product. We encourage customers to develop testing protocols that will qualify a product's fitness for use in their actual application.

**Trademarks:**

Alconox® is a registered trademark of Alconox Co.  
 Northwoods™ is a trademark of the Superior Chemical Corporation.  
 Polyken™ is a trademark of Testing Machines Inc.  
 Rust Veto® is a registered trademark of the E.F. Houghton & Co.  
 Sunlighter™ is a trademark of the Test Lab Apparatus Company  
 ASTM: American Society for Testing and Materials (U.S.A.)  
 SAE: Society of Automotive Engineers (U.S.A.)  
 All U.S. Conventional Units are mathematically derived from the S.I. (metric) 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.

Product compliance information is based upon information provided by suppliers of the raw materials used by Brady to manufacture this product or based on results of testing using recognized analytical methods performed by a third party, independent laboratory. As such, Brady makes no independent representations or warranties, express or implied, and assumes no liability in connection with the use of this information.

**WARRANTY**

Brady products are sold with the understanding that the buyers will test them in actual use and determine for themselves their adaptability to their intended uses. Brady warrants to the buyers that its products are free from defects in material and workmanship, but limits its obligation under this warranty to replacement of the product shown to Brady's satisfaction to have been defective at the time Brady sold it. This warranty does not extend to any persons obtaining the product from the buyers. This warranty is in lieu of any other warranty, express or implied, including, but not limited to, any implied warranty of merchantability or fitness for a particular purpose, and of any other obligations or liability on Brady's part. Under no circumstances will Brady be liable for any loss, damage, expense, or consequential damages of any kind arising in connection with the use, or inability to use, Brady's products.

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