

Product information sheet

Brady Standard Performance Material B-7604 White Uncoated Direct Thermal Paper

GENERAL DESCRIPTION:

B-7604 is white matt uncoated direct thermal paper with a permanent acrylic pressure sensitive adhesive.

B7604 is used for low cost general labelling applications.

PROPERTIES:

Thickness	Substrate	: 0.085 mm
	Adhesive	: 0.015 mm
	Liner	: 0.053 mm

Min. application temperature : 0° C

Liner : honey glassine paper

Shelf life : 2 years if stored below 35° C (95 ° F) and 50% R.H.

B-7604 is not designed for labelling of highly curved surfaces.

Shelf life: Two years if stored at 21° C (70° F) and 50% R.H.

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 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.

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.

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.**