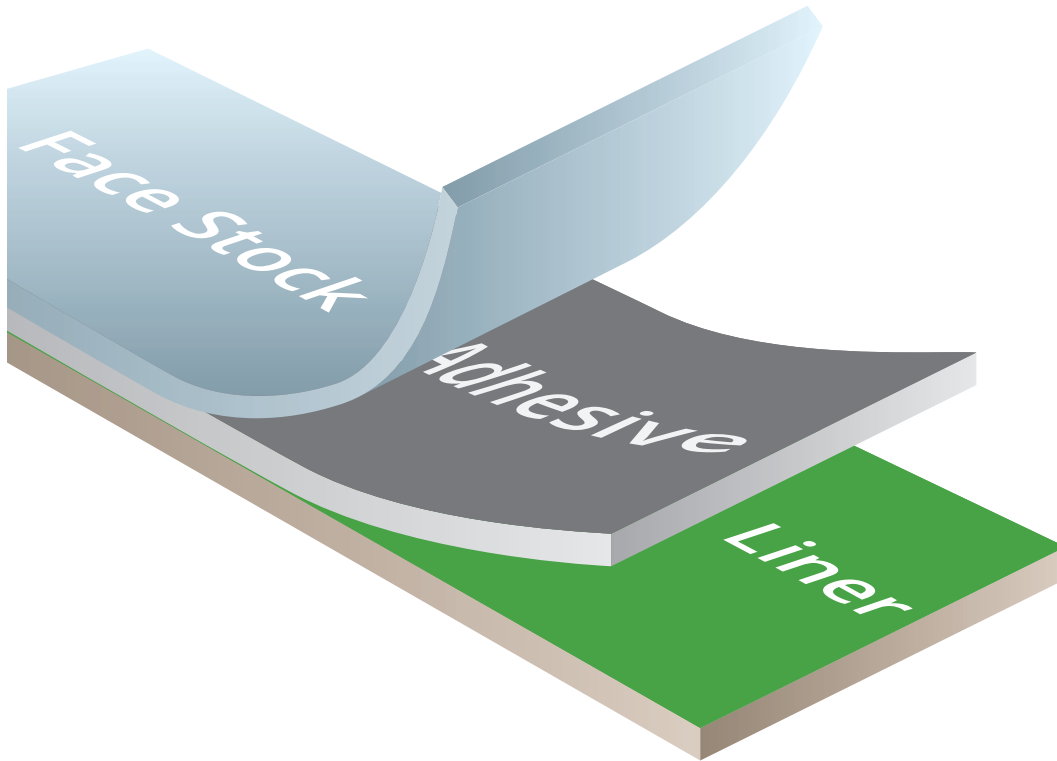


TT723



Labels for Life.



Face Stock: 2 mil topcoated gloss white polyester offers excellent resistance to chemicals, smudges and abrasion. The material is specifically designed for marking electronic components and the topside of through-hole printed circuit boards.

Adhesive: 1.8 mil high performance permanent acrylic adhesive offering excellent chemical and abrasion resistance. Specifically designed to be a heavy duty adhesive for rougher and textured surfaces.

Release Liner: 55# kraft liner designed to offer excellent performance for manual application.

Thermal Transfer Gloss White Polyester Film

TT723 is designed for on demand thermal transfer printing of variable information. Key features include: indoor and outdoor applications, will not shrink, heavy adhesive and excellent smudge, solvent and abrasion resistance. When used in combination with the recommended IDENTCO ribbon, it will meet the most demanding durable labeling requirements. The 1.8 mils of adhesive is an excellent equivalent to 2.0 mils of adhesive, such as 3M 200MP (467) and 300LSE (9471).

Typical Applications

- Rating plates
- Nameplates
- Industrial Barcodes
- Serial Identification
- Electronic Components.

Typical Industry Sectors

- Automotive
- Electronics
- Industrial



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TT723


Thermal Transfer Gloss White Polyester Film



Labels for Life.


 **Agency Recognitions**
UL-MH16873/MH16225


 **Humidity Resistance**
100 °F (38 °C) at 100% relative humidity for 24 hours:
• No Significant visual change


 **Material Caliper**

Face Stock	.0020"	50.8µ	Liner (kraft)	.0032"	81.2µ
Adhesive	.0018"	45.7µ	Total Material	.0070"	177.7µ

 **Exterior Durability**
Material only: 2 years
Material w/TTRR-D ribbon: 2 years

 **Temperature Range**
300 °F (149 °C) for 24 hours: No Significant visual change
0.4% MD shrinkage
0.6% CD shrinkage
-40 °F (-40 °C) for 10 days: No Significant visual change

 **Shelf Life**
Recommended Storage: 45-90 °F (7-32 °C) 20-75% R.H.
Shelf Life: 2 years @ recommended storage

 **Recommended Ribbons**

Pre-printing • UV flexographic inks	Thermal Transfer Printing • TTRR-D • TTRR-B • TTRR-C
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 **Accelerated Aging**
I• ASTM D 3611:
- 96 hours at 150 °F (65 °C) & 80% R.H.

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 IDENTCO customers for designs and specifications, or be relied on as meeting specific performance criteria. Customers desiring to develop specifications or performance criteria for specific product applications should contact IDENTCO for further information. Revised 11/1/2016

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TT723

Thermal Transfer Gloss White Polyester Film



Labels for Life.

Chemical Resistance of the Adhesive

The properties defined are based on four hour immersions at room temperature (72° F/22° C) unless otherwise noted. Samples were applied to stainless steel panels for 24 hours prior to immersion and were evaluated one hour after removal from the solution for peel adhesion. Adhesion measured at 180° peel angle (ASTM D 3330) at 12 inches/minute.

Chemical	Adhesion to Stainless Steel		Appearance	Edge Penetration
	N/100mm	Oz/In	Visual	Millimeters
Isopropyl Alcohol	96	88	No change0	.6
Detergent (1% Alconox®*)	101	2	No change1	.3
Engine Oil (10W30) @ 250°F (121°C)	112	102	No change0	.6
Water for 48 hours	73	67	No change0	.1
pH 4	96	88	No change	0.7
PH10	91	83	No change1	.4
409®* Cleaning solution	101	2	No change1	.3
Toluene	55	50	No change5	.2
Acetone	65	59	No change4	.9
Brake Fluid	107	98	No change0	.1
Gasoline	61	56	No change4	.6
Diesel Fuel	102	93	No change0	.7
Mineral Spirits	88	80	No change2	.2
Hydraulic Fluid	105	96	No change0	

Chemical Resistance of TT Printing (TTRR-D Ribbon)

Tests conducted at room temperature after 24 hour dwell. Testing consists of five cycles of 10 minute immersions in the specified reagent followed by 30 minute recovery periods. Cotton swab rub prior to final immersion.

Chemical	Label Stock No Printing	Printing TTRR-D Ribbon	Printing Cotton swab Rub
Household Cleaners	No Effect	No Effect	No Effect
Mild Acid	No Effect	No Effect	No Effect
Oil	No Effect	No Effect	No Effect
Water	No Effect	No Effect	No Effect
Isopropyl Alcohol	No Effect	No Effect	No Effect
Mineral Spirits	No Effect	No Effect	No Effect
Toluene	No Effect	No Effect	No Effect
Brake Fluid	No Effect	No Effect	Slight Fading
Gasoline	No Effect	No Effect	No Effect
Diesel Fuel	No Effect	No Effect	No Effect
Hydraulic Fluid	No Effect	No Effect	No Effect

Adhesion

Surface	Adhesion							
	180° peel test procedure is ASTM D 3330 90° peel test procedure is ASTM D 3330 modified for the angle change							
	Initial (10 Minute Dwell/RT)		Conditioned for 3 Days at Room Temperature 72°F (22°C)		Conditioned for 3 Days at 120°F (49°C)		Conditioned for 24 hours at 90°F (32°C) At 90% Relative Humidity	
	180° Peel		180° Peel		180° Peel		180° Peel	
	N/100mmO	z/In	N/100mmO	z/In	N/100mmO	z/In	N/100mmO	z/In
Stainless Steel	96	88	105	96	118	108	108	99
Polycarbonate	98	90	103	94	72	66	84	77
Polypropylene	80	73	91	83	89	81	85	78
Glass	102	93	108	99	116	106	97	89
HD Polyethylene	59	54	63	58	61	56	55	50
LD Polyethylene	58	53	61	56	16	15	47	43
Smooth Powder Coating	93	85	97	89	102	93	96	88
Finely Textured Powder Coating	54	49	57	52	61	56	55	50

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