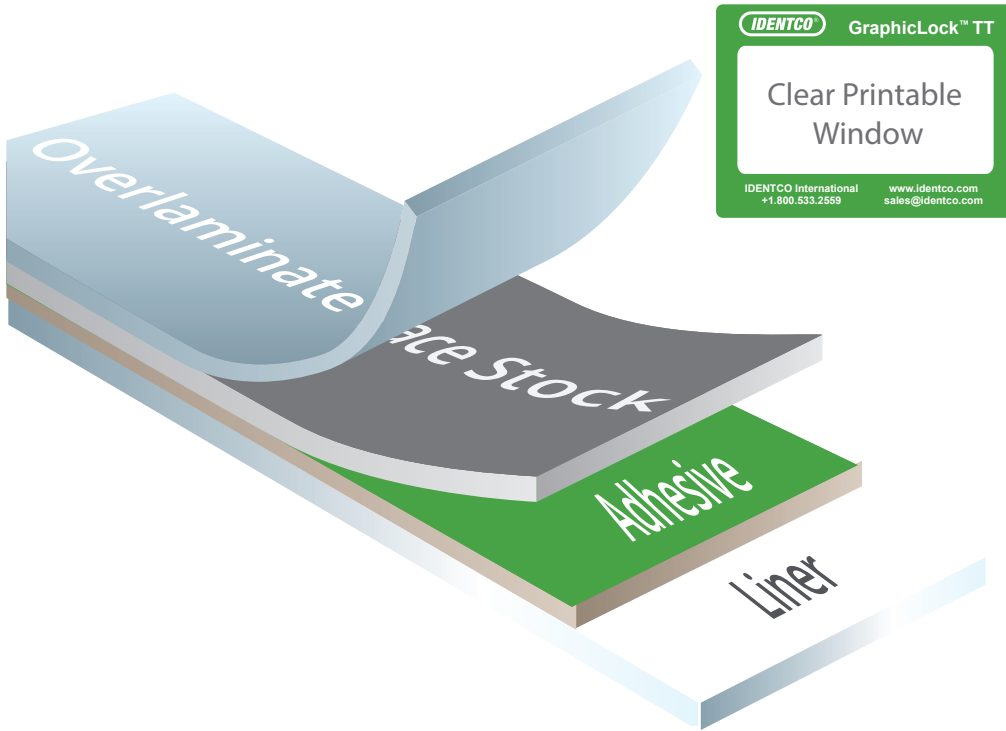


# DuraLabel/Trans Adhesive/TT723



**Labels for Life.**



**Overlamine:** 2.0 mil gloss clear back-side printable polyester overlaminating film.

**Face Stock:** 3.0 mil white polyester and adhesive composite film offers excellent resistance to chemicals. The material is specifically designed to allow for center cut outs to create clear TT windows.

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

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

## Composite Subsurface Printable Clear Polyester Film

DuraLabel/TransAdhesive/TT723 is designed for on-demand thermal transfer subsurface printing of variable information. Key features include: indoor and outdoor applications, will not shrink, printing protection and excellent solvent, smudge and abrasion resistance. When used in combination with the recommended IDENTCO ribbon, it will meet the most demanding durable labeling requirements. Ideal for smooth, slightly textured and low-energy substrates.

## Typical Applications

- Nameplates
- Property identification
- Applications requiring excellent resistance to abrasion

## Typical Industry Sectors

- Automotive
- Electronics
- Industrial




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# DuraLabel/Trans Adhesive/TT723

Composite Subsurface Printable Clear Polyester Film




Labels for Life.




### Agency Recognitions

RoHS Directive Compliant 2002/95/EC




### Adhesion (TT723 Only)

Stainless Steel	96 oz/in	1050 N/m	LD Polyethylene	56 oz/in	610 N/m
Polycarbonate	94 oz/in	1030 N/m	Polypropylene	83 oz/in	910 N/m
HD Polyethylene	58 oz/in	630 N/m	Powder coat paint	52 oz/in	570 N/m




### Material Caliper

Overlamine	.0020"	50.8μ	Liner (kraft)	.0032"	81.3μ
Face Stock	.0030"	76.2μ	<b>Total Material</b>	<b>.0090"</b>	<b>254.0μ</b>
Adhesive	.0018"	45.7μ			




### Exterior Durability

It is recommended that customers test the composite material in actual application.




### Temperature Range

Service Temperature: -40°F to 250°F (-40°C to 121°C)  
Minimum Application Temperature: 57°F (14°C)



### Shelf Life


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



### Recommended Ribbons

TTRR-A

- For increased durability printing can be complete with resin ribbon (customer to test in actual application).



### Process Durability

It is recommended that customers test the material in actual application to determine if the material meets all requirements.

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 1/23/18

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