



TT723

Premium Metallic Look with Long-Term Durability

TT723 is IDENTCO's metalized polyester (PET) label engineered for durable identification, product branding, nameplates and serial rating plates requiring a professional metallic appearance and long-term durability.

With excellent dimensional stability, chemical resistance and adhesion, TT723 is ideal for electronics housings, components, appliances, industrial machinery and asset tracking.

TT723's premium metallic finish is a perfect replacement for etched, engraved or metal plates – at a lower cost – while maintaining durable performance.

IDENTCO

Features & Specifications

- Premium metalized PET facestock for branding and compliance plates
- High-resolution print clarity for barcode, serial and rating information
- Tighter die-cut precision for clean product presentation
- Proven performance in harsh or mission-critical environments

Proven Performance

- Withstands oils, cleaners, solvents and industrial chemicals
- Adhesion to metals, plastics, housings and coated surfaces
- Resists abrasion, handling and physical stress
- Designed to integrate with IDENTCO printers, ribbons and feeders

The Durable Standard.

Explore Our Complete Electronics Portfolio

PCB applications demand reliable traceability and our labeling solutions are engineered to deliver. Whether you are looking to maintain application identification and tracking, comply with global regulations and standards, ensure component identification or increase safety information visibility, our range of solutions will protect your operations, reputation and customers.



Front-End Process Material Selection

These materials are optimized for placement at the start of SMT lines or at pick-and-place stations, where labels will be exposed to high heat and wash cycles.

Attributes	Polyimide				Masking	
	TT403	TT416	TT433	TT451	PT200	PT205HD
Performance						
High Temp Exposure, 220°C+	✓	✓	✓	✓	✓	✓
Wave Solder or Reflow Exposure	✓	✓	✓	✓	✓	✓
Common Chemical Wash	✓		✓	✓	✓	✓
Potent or Custom Chemical Wash			✓			
4 Wash Cycles	✓		✓	✓	✓	✓
10 Wash Cycles			✓			
Printability	✓	✓	✓	✓		
Compliance						
UL, cUL, PPAP	✓	✓	✓	✓	✓	✓
ESD				✓		
RoHS, WEEE, Reach	✓	✓	✓	✓	✓	✓
Mil-Aero	✓		✓	✓	✓	✓
Appearance						
Glossy / White	✓	✓	✓	✓		
Tan					✓	✓

End-of-Line & Back-End Assembly Material Selection

These materials are designed for post-process and back-end assembly lines, with low heat and no wash.

Attributes	Polyester							PP	Paper
	Circuit Board	Circuit Board & Enclosure		Enclosure					
	TT1770	TT700	TT748	TT730	TT741	TT756	TT723	TT600	TT533
Performance									
Temp Exposure, 150°C	✓	✓	✓	✓	✓	✓	✓		
UV Exposure		✓	✓	✓	✓	✓	✓		
Household Cleaning Chemistry		✓	✓	✓	✓	✓	✓	✓	
Potent or Custom Chemical Wash									
4 or 10 Wash Cycles									
Abrasion Resistant	✓	✓	✓	✓	✓	✓	✓	✓	
Printability	✓	✓	✓	✓	✓	✓	✓	✓	✓
Compliance									
UL, cUL, PPAP	✓	✓	✓	✓	✓	✓	✓	✓	✓
ESD	✓								
RoHS, WEEE, Reach	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mil-Aero	✓	✓							
Appearance									
Glossy / White	✓	✓				✓	✓	✓	
Matte / White			✓						✓
Glossy / Silver				✓					
Matte / Silver					✓				