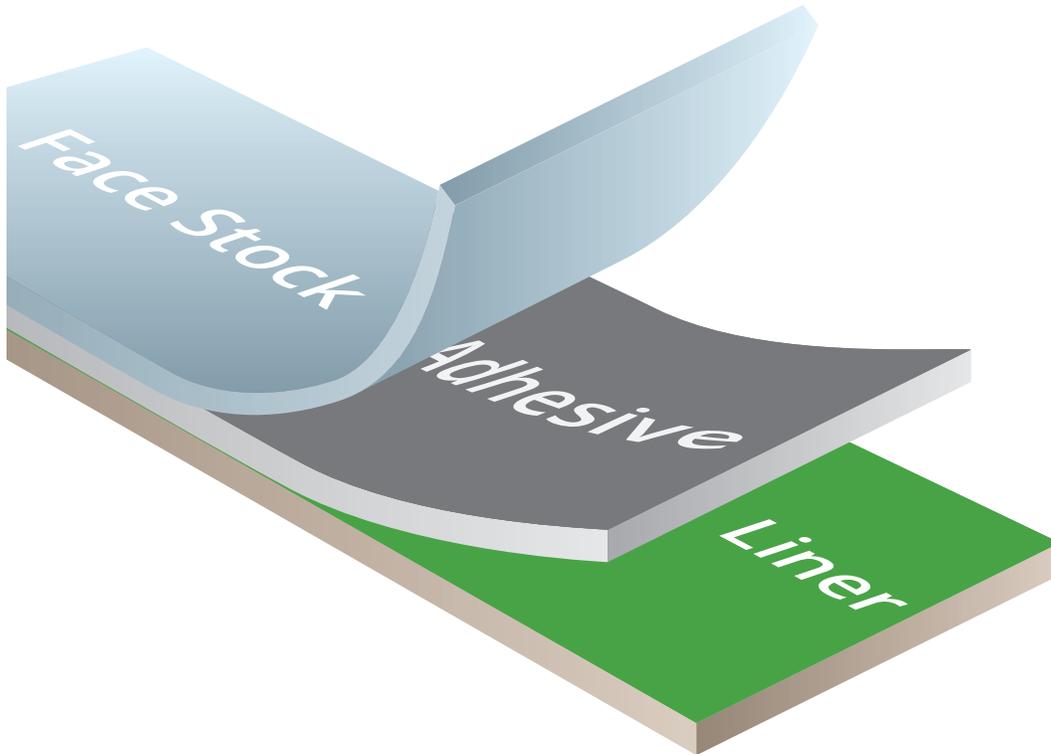


# TT724



## Labels for Life.



**Face Stock:** 2 mil topcoated gloss silver polyester offers excellent resistance to harsh chemicals and abrasion. The material will not shrink and performs best on the top side of through-hole printed circuit boards. Designed for UV flexo and thermal transfer printing.

**Adhesive:** 1.8 mil high performance permanent acrylic adhesive offering excellent chemical and abrasion resistance and extra thick adhesive to better adhere to rough and textured surfaces.

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

## Thermal Transfer Gloss Silver Polyester Film

TT724 is designed for UV flexo and thermal transfer printing of variable information. Key features include: indoor and outdoor applications, extra thick adhesive for textured surfaces and excellent smudge, solvent and abrasion resistance. When used in combination with the recommended IDENTCO printing, it will meet the most demanding durable labeling requirements. Preheating of the label surface will enhance the performance.

## Typical Industry Sectors

Automotive  
Electronics  
Industrial

# TT724

Thermal Transfer Gloss Silver Polyester Film



Labels for Life.



## Agency Recognitions

UL-MH16873



## Adhesion

Stainless Steel	55 oz/in	605 N/m	Polypropylene	12 oz/in	132 N/m
Acrylic	68 oz/in	748 N/m	Glass	56 oz/in	616 N/m
			Polycarbonate	58 oz/in	638 N/m



## Material Caliper

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



## Exterior Durability

Material Only: 2 Years  
Material w/ TTRR-D Ribbon: 2 Years



## Temperature Range

Service Temperature: -40°F to 300°F (-40°C to 149°C)  
Minimum Application Temperature: 50°F (10°C)



## Shelf Life

Recommended Storage conditions : 40°F (5°C) - 80°F (26°C) and 40-70% RH.  
Shelf Life: 2 years @ recommended storage



## Recommended Ribbons

TTRR-B  
TTRR-D



## Chemical Resistance

Test should be conducted at room temperature after 24 hour dwell. Testing should consist 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 Agents	Material Only (W/o 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	Print removed	Print removed



## 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 10/5/23

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