



Polyester Label Material 7810EH

Product Data Sheet

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Product Description

3M™ Polyester Label Material 7810EH is a 50 micron, white polyester labelstock with a matt print receptive topcoat. This product utilizes 3M™ Adhesive 300E, which has excellent quick tack and also bonds well to a variety of surfaces including LSE plastics.

Product Descriptor / Dispatch Labelling

7810EH 3M TT5 MW PET50-300E-90WG

Physical Properties

Not for specification purposes
(Calipers are nominal values)

Facestock	55 micron matt white topcoated polyester
Adhesive	20 micron 300E acrylic
Liner	77 micron, 90 g/m ² White Densified Glassine

Key Features

- TT5 topcoat provides a smooth matt surface, enabling excellent thermal transfer images at reduced burn temperature settings. The topcoat also provides improved ink anchorage for traditional forms of press printing
- Good print definition is combined with the advantages of chemical and abrasion resistance associated with a matt coating.
- Polyester facestock provides durability in harsh environments.
- Adhesive bonds well to a wide variety of substrates including metals, high surface energy (HSE) plastics and low surface energy (LSE) plastics. It is ideal for applications requiring high initial adhesion especially to LSE plastic surfaces.
- Densified glassine liner for consistent die cutting.
- UL and cUL recognized (File Number MH18072)

Application Ideas

- Barcode labels and rating plates
- Property identification and asset labeling in harsh environments
- Warning, instruction, and service labels for durable goods.

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Performance Characteristics

Not for specification purposes

Standard Test Conditions are 23°C and 50% Relative Humidity

180° Peel Adhesion tested using FINAT Test Procedure FTM 1 (300mm/min)

90° Peel Adhesion tested using FINAT Test Procedure FTM 2 (300mm/min)

Adhesion	20 Minutes at Standard Conditions		72 Hours at Standard Conditions	
	180° Peel N/25mm	90° Peel N/25mm	180° Peel N/25mm	90° Peel N/25mm
Stainless Steel	15.1	10.6	22.9	13.6
ABS	14.1	10.2	20.6	12.6
Polycarbonate	15.4	11.1	20.5	13.2
Polypropylene	14.9	10.3	17.3	10.8

Adhesion	72 Hours at 70°C		72 Hours at - 40°C	
	180° Peel N/25mm	90° Peel N/25mm	180° Peel N/25mm	90° Peel N/25mm
Stainless Steel	21.8	14.1	20.2	13.1
ABS	20.9	14.4	18.2	13.6
Polycarbonate	20.1	14.4	18.9	13.1
Polypropylene	12.3	8.3	17.1	11.9

Adhesion	72 Hours at 40°C and 95% RH	
	180° Peel N/25mm	90° Peel N/25mm
Stainless Steel	22.6	16.0
ABS	17.1	12.2
Polycarbonate	16.6	11.4
Polypropylene	15.4	10.3

Liner Release tested using FINAT Test Procedures

FTM 3 (180° removal of liner from face material at 300mm/min)

FTM 4 (180° removal of liner from face material at 10m/min)

Liner Release	Rate of Removal	Release Force	Units
FTM 3	300 mm per min	11.2	cN/50mm
FTM 4	10 m per min	5.4	cN/25mm

Temperature resistance of label applied to stainless steel.

Other substrates should be tested as per application

Service Temperature	-40 to 150°C
Minimum Application Temperature	5°C

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Processing	<p>Printing: Facestock is topcoated for improved ink receptivity and is designed for thermal transfer printing. Thermal transfer printing with resin ribbons is recommended for optimum durability. The topcoat provides improved ink anchorage for standard roll-processing methods including flexography, letterpress, and screen-printing.</p> <p>Die Cutting: Rotary die cutting is recommended. Fanfolding of labels is not recommended. Small labels should be evaluated carefully. Winding tensions should be kept at a minimum to help prevent the adhesive from oozing.</p> <p>Packaging: Finished labels should be stored in plastic bags.</p>
Special Considerations	<p>For maximum bond strength, the surface should be clean and dry. Isopropyl alcohol is a typical cleaning solvent.</p> <p>NOTE: When using solvents, read and follow the manufacturer's precautions and directions for use.</p> <p>For best bonding conditions, application surface should be at room temperature or higher. Low temperature surfaces, below 5°C can cause the adhesive to become so firm that it will not develop maximum contact with the substrate. Higher initial bonds can be achieved through increased rubdown pressure.</p>
Storage	<p>Store at standard room temperature conditions of 21°C and 50% relative humidity.</p>
Shelf Life	<p>24 months from date of dispatch by 3M when stored in the original packaging at 21°C & 50 % relative humidity</p>
For Additional Information	<p>To request additional product information or to arrange for sales assistance, call..... Address correspondence to: 3M</p>
Important Notice	<p>All statements, technical information and recommendations contained in this document are based upon tests or experience that 3M believes are reliable. However, many factors beyond 3M's control can affect the use and performance of a 3M product in a particular application, including the conditions under which the product is used and the time and environmental conditions in which the product is expected to perform. Since these factors are uniquely within the user's knowledge and control, it is essential that the user evaluate the 3M product to determine whether it is fit for a particular purpose and suitable for the user's method or application. All questions of liability relating to this product are governed by the terms of the sale subject, where applicable, to the prevailing law</p>

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Values presented have been determined by standard test methods and are average values not to be used for specification purposes. Our recommendations on the use of our products are based on tests believed to be reliable but we would ask that you conduct your own tests to determine their suitability for your applications. This is because 3M cannot accept any responsibility or liability direct or consequential for loss or damage caused as a result of our recommendations

Insert Company Information Before Issue



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