



7613 Destructible White Vinyl Film

Product Data Sheet

Updated : April 2004
Supersedes : July 2000

Description : Fragile opaque white vinyl film is designed to fracture easily. The vinyl film is coated with #350 Hi-Holding clear acrylic adhesive. This combination of a fragile film and a tenacious adhesive results in a product which prevents one piece removal from most surfaces after a short period of dwell.

Physical Properties
Not for specification purposes
(Calipers are nominal values)

Facestock	51 micron (2.0 thou) Fragile White Vinyl Film
Adhesive	20 micron (0.8 thou) #350 High Holding Clear Acrylic
Liner	81 micron (3.2 thou), 90 g/m ² (#55) Polycoated Kraft
Shelf Life	1 year from date of manufacture under normal storage conditions. 22°C (72°F) and 50% relative humidity is recommended; roll stock and converted labels in plastic bags for best performance

Features:

- Immediate destructibility on many surfaces
- Low shrinkage vinyl produces dimensionally stable labels without adhesive ooze or dirty edges.
- Consistent, smooth film provides excellent press processing and printability
- Aggressive #350 acrylic adhesive provides high bond and excellent destructibility on most surfaces, including metals, powder coated surfaces, and plastics including many low surface energy materials.
- Thermal transfer printable:
- Pigmented white vinyl film has "block-out" capability

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Environmental Performance cont....

Water Resistance:

Withstands exposure to water for 100 hours at room temperature.

Temperature Range:

Withstands short-term exposure (minutes, hours) from -40°C (-40°F) 150°C (300°F). Slight shrinkage and discoloration may result at higher temperatures.

Abrasion Resistance:

Good abrasion and scuff resistance.

Chemical Resistance:

Bond is secure when exposed to the following:

- Automotive oil at 50°C (120°F)
- Weak base at room temperature for 4 hours
- Weak acid at room temperature for 4 hours
- 5% aqueous Sodium Chloride solution at room temperature

Solvent Resistance:

Applied film is resistant to many common oils, greases and aliphatic solvents such as kerosene and JP-4 fuel. Whenever exposure to specific solvents is an important consideration, testing is recommended to ensure proper performance.

Applications

- Warning labels on electronic equipment
- Warning labels on power tools
- Informational labels with regulatory information on appliances or electronics
- Identification labels for outdoor applications on lawn and garden equipment
- Rating plate labels for outdoor equipment

Processing

Roll Printing:

#7613 is suggested for evaluation for flexographic, letterpress, and screen printing methods, using vinyl/acrylic inks.

Die cutting

Due to the fragile nature of the facestock, special handling (wider label matrix and wider edge trim to aid stripping) should be considered when designing and processing fragile labels. For specific tips see Technical Bulletin "Die-cutting fragile labelstocks".

Thermal Transfer Imaging:

This product is compatible with a variety of wax, resin and hybrid ribbons. The following list of ribbons has been satisfactorily printed but is not intended to be inclusive.

Armor AXR 7+
ICS CC-4099-1
limak SP 330, DC 330
Ricoh B110A, B110C
Sony 4051, 4070, 4072, 5070
Zebra 5095, 5555

Not recommended for dot matrix/impact, ink jet or laser printing.

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Special Considerations Cautions:

Conformability to irregular surfaces is poor. Vinyl film will fracture easily.

A slight reduction in gloss will occur with prolonged outdoor exposure. A clear overcoat will provide added protection, but will strengthen the vinyl facestock.

Printing by Ink Jet, Dot Matrix and laser toner is not recommended for #7613.

Significant improvement in flexo and letterpress printability can be realised by corona treatment.

Use with MEK (ethyl ethyl ketone) or prolonged immersion in gasoline is not recommended. If exposure to particular solvents is anticipated, thorough testing should be carried out with these solvents until anticipated production and application conditions before use.

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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.



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