



Acetate Identification Label Material

7710

Technical Data

April, 2002

Product Description

3M™ Label Material 7710 gloss clear acetate with 3M™ 400 high tack acrylic adhesive offers consistent, high quality appearance and excellent UV resistance. The transparent film easily die-cuts which helps extend die life in comparison with polyester label stocks. When used as an overlaminates, it provides depth, protection and rigidity as well as enhancing the appearance of the underlying label.

Construction

Facestock	Adhesive	Liner
3.0 mil (76 microns) gloss clear acetate	0.8 mil (20 microns) 400 high tack acrylic	2.5 mil (64 microns) 43# densified kraft

Typical Physical Properties and Performance Characteristics

Note: The following technical information and data should be considered representative or typical only and should not be used for specification purposes.

Conformability	Some conformability to large diameter simple curved surfaces.
Printing	All standard roll processing methods including flexographic, hot stamp, letterpress, and screen printing.
Temperature Range	-15°F (-26°C) to 170°F (77°C)
Minimum Application Temperature	10°F (-12°C)
Die-Cutting	Rotary
Dispensing	Automatic

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Adhesion

Note: Peel test procedure is ASTM D-3330

Surface	Initial (10 Minute Dwell/RT)		Conditioned for 3 Days at Room Temperature 72°F (22°C)	
	180° Peel		180° Peel	
	oz/in	N/100 mm	oz/in	N/100 mm
Stainless Steel	25	27	41	45
ABS	42	46	44	48
Polypropylene	24	26	30	33

Surface	Conditioned for 3 Days at 150°F (66°C)	
	180° Peel	
	oz/in	N/100 mm
Stainless Steel	50	54
ABS	48	52
Polypropylene	24	26

Environmental Performance

Not intended for outdoor applications or for use in areas of constant exposure to water or strong chemicals. It is recommended that polyester identification material or laminating films be used for these applications.

Application Ideas

- Quality indoor labels, signs, and emblems.
- Identification, instructions and schematic panels on equipment.
- Attractive labels for cosmetics and toys.

Shelf Life

Two years from date of manufacture of product when properly stored at 72°F (22°C) and 50% relative humidity.

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For Additional Information

To request additional product information or to arrange for sales assistance, call toll free 1-800-223-7427 or visit www.3M.com/converter. Address correspondence to: 3M Engineered Adhesives Division, 3M Center, Building 220-7E-01, St. Paul, MN 55144-1000. Our fax number is 651-733-9175. In Canada, phone: 1-800-364-3577. In Puerto Rico, phone: 1-787-750-3000. In Mexico, phone: 52-70-04-00.

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ISO 9002

This Engineered Adhesives Division product was manufactured under a 3M quality system registered to ISO 9002 standards.



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Recycled Paper
40% pre-consumer
10% post-consumer

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