



Durable Tire Label Material

FVT30 • FVT36

Technical Data

December 2007

Product Description 3M™ Durable Tire Label Materials utilize a flexible and conformable white label stock that offers durability, moisture resistance, and dimensional stability. 3M™ Adhesive G1120 is a rubber-based *aggressive* adhesive for use in tire label applications.

Construction	Product Number	Facestock	Adhesive	Liner
	3M™ Durable Tire Label Material FVT30	.0035 Soft White Vinyl TC2	G1120 Tire 30	50# SC Remoist – 20 1.4
	3M™ Durable Tire Label Material FVT36	.0035 Soft White Vinyl TC2	G1120 Tire 36	50# SC Remoist – 20 1.4

(Calipers are nominal values)

Features Specially formulated for improved adhesion to heavily micro-vented and mold release treated tires.

-
- Application Ideas**
- Tire tread label applications
 - Interior labels adhering to brick or cement surfaces

3M™ Durable Tire Label Material

FVT30 • FVT36

Typical Physical Properties

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

Adhesion properties determined per TLMI Method using 1.0 mil polyester with 1.5 mils of adhesive on a stainless steel panel.

Peel Adhesion	4.0 lbs./in. (704 N/m)	TLMI Method 180° Peel, 12"/min., 1" wide sample
Loop Tack	4.0 lbs./in. (704 N/m)	TLMI Method 180° Peel, 12"/min., 1" wide sample
Shear	1 hour	TLMI Method, 1.0 in. ² x 1000g
Adhesive Coat	3M™ Durable Label Material FVT30 3.0 g/100 in. ² ± 10%	TM-2279
Weight	3M™ Durable Label Material FVT36 3.6 g/106 in. ² ± 10%	TM-2279
Release Range	15 to 90 g/2 in.	TLMI Method, 180° removal, 300 in./min.
Application Temperature	40°F to 120°F (5°C to 49°C)	
Service Temperature	-20°F to 140°F (-29°C to 60°C)	
Convertability	The extremely high tack and severe flow properties make 3M™ Tire Tread Adhesive G1120 an excellent choice for labeling tire and other rubber surfaces. However, this adhesive is prone to adhesive ooze and processing issues. Please contact your local 3M Sales Representative for information on specific handling of rubber adhesives.	

Environmental Performance

Do not use this adhesive in applications where the label will be exposed to outdoor environments or water.

Application Techniques

- The liner release has not been optimized for auto applied or auto dispensed applications. This material can only be hand applied.
- For maximum bond strength, surface should be clean and dry. A typical cleaning solvent is heptane or isopropyl alcohol.

Note: Consult the manufacturer's MSDS for proper handling and storage of solvents. For best conditions, application surface should be at room temperature or higher. Low temperature surfaces (below 10°F [-12°C]) can cause the adhesive to become so firm that it will not develop maximum contact with the substrate. Higher initial bonds are achieved through increased rub down pressure.

3M™ Durable Tire Label Material

FVT30 • FVT36

Printing	The preferred print method for all tire materials is flexographic printing. If utilizing thermal transfer, be sure that the rolls have been properly stored, butt cut, pattern coated, and loosely wound to reduce adhesive ooze through the printer.
Die Cutting / Converting	<ul style="list-style-type: none">• Use Talc powder or cornstarch on the edges of the rolls if they become too tacky.• Pattern coating of the adhesive is available and recommended for improved processability. For details concerning pattern coating, please contact your local 3M Sales Representative.• Die cutting/matrix stripping of this material could lead to problems with excessive ooze and is not recommended. The preferred method of converting is butt cutting. No matter the cutting method used, be sure to utilize loose winding during both press and rewind operations.
Packaging	All finished rolls must be loosely wound, properly stored, not tightly banded and shipped expeditiously to avoid any ooze issues between converting and the end use of the material.
Storage Conditions	<ul style="list-style-type: none">• Important – Do not store the material banded. Break the steel banking on the pallet upon receipt.• Do not store the material double stacked.• Store in a cool area if possible during summer months.• It is best not to ship over a weekend in summer months. Try to specify a ship date that will get the material directly to you during the week.• Rolls with excessive edge bleed are most likely to be found on the top layer directly under the wooden pallet top. These rolls can be salvaged by rewinding on a table top rewinder and then using Talc powder on the edges. This should be done as soon as possible.• Recommended storage conditions are 72°F (22°C) and 50% relative humidity.

3M™ Durable Tire Label Material

FVT30 • FVT36

Shelf Life

To obtain best performance, use this product within 6 months from date of manufacture.

Technical Information

The technical information, guidance, and other statements contained in this document or otherwise provided by 3M are based upon records, tests, or experience that 3M believes to be reliable, but the accuracy, completeness, and representative nature of such information is not guaranteed. Such information is intended for people with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. No license under any 3M or third party intellectual property rights is granted or implied with this information.

Product Selection and Use

Many factors beyond 3M's control and uniquely within user's knowledge and control can affect the use and performance of a 3M product in a particular application. As a result, customer is solely responsible for evaluating the product and determining whether it is appropriate and suitable for customer's application, including conducting a workplace hazard assessment and reviewing all applicable regulations and standards (e.g., OSHA, ANSI, etc.). Failure to properly evaluate, select, and use a 3M product and appropriate safety products, or to meet all applicable safety regulations, may result in injury, sickness, death, and/or harm to property.

Warranty, Limited Remedy and Disclaimer

Unless a different warranty is specifically stated on the applicable 3M product packaging or product literature (in which case such warranty governs), 3M warrants that each 3M product meets the applicable 3M product specification at the time 3M ships the product. 3M MAKES NO OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR ARISING OUT OF A COURSE OF DEALING, CUSTOM, OR USAGE OF TRADE. If a 3M product does not conform to this warranty, then the sole and exclusive remedy is, at 3M's option, replacement of the 3M product or refund of the purchase price.

Limitation of Liability

Except for the limited remedy stated above, and except to the extent prohibited by law, 3M will not be liable for any loss or damage arising from or related to the 3M product, whether direct, indirect, special, incidental, or consequential (including, but not limited to, lost profits or business opportunity), regardless of the legal or equitable theory asserted, including, but not limited to, warranty, contract, negligence, or strict liability.

ISO 9001

This Industrial Adhesives and Tapes Division product was manufactured under a 3M quality system registered to ISO 9001 standards.



Industrial Adhesives and Tapes Division
Converter Markets
3M Center, Building 225-3S-06
St. Paul, MN 55144-1000
800-362-3550
3M.com/converter

3M is a trademark of 3M Company.
©3M 2018 E70-0711-1074-9
(2/18)