



Technical Data Sheet

3M™ Graffiti Resistant Overlaminating Durable Label Material 7248



[Product Details](#)



[Regulatory Info/SDS](#)

Product Description

3M™ Graffiti Resistant Overlaminating Durable Label Material 7248 is a 3M proprietary polyester designed to provide graffiti resistance when used as a protective overlamine on various printed media. The film provides resistance to permanent marker, crayon, paint and other forms of defacement. This label product utilizes 3M™ Adhesive 400 that offers wet-out, clarity and is non-yellowing when exposed to UV light.

Product Features

- Premium overlamine for graffiti resistance against spray paint, crayon, marker and ball point pen.
- Anti-glare finish.
- Superior abrasion, humidity, and solvent resistance.
- U.V. exposure resistant for extended periods of time in outdoor applications for no more than 3-6 months. Periods of exposure in excess of 3-6 months will result in diminished graffiti resistance.
- Adhesive offers premium adhesive performance to a wide variety of surfaces.
- High-bond strength resists edge lifting.
- Specially designed for high-speed continuous web rotary press lamination.
- Meets EU RoHS Directive (e.g.) means that the product or part does not contain any of the following substances in excess of the following maximum concentration values in any homogeneous material, unless the substance is in an application that is exempt under RoHS: (a) 0.1% (by weight) for lead, mercury, hexavalent chromium polybrominated biphenyls or polybrominated diphenyl ethers; or (b) 0.01% (by weight) for cadmium. Unless otherwise stated by 3M in writing, this information represents 3M's knowledge and belief based on information provided by third party suppliers to 3M.

Technical Information Note

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

Typical Physical Properties

Attribute Name	Value
Adhesive Type	400
Facestock	Clear Polyester GR
Adhesive Coat Weight	1.39 — 1.70 g/100 in ²

Attribute Name	Value
Adhesive Thickness	0.02 mm (0.8 mil)
Facestock Thickness	0.05 mm (2 mil)
Liner	57# Laser C1S Kraft
Liner Thickness	0.09 mm (3.5 mil)

Attribute Name	Value
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Attribute Name	Value
Convertability	Low temperature, high clarity 3M™ Acrylic Adhesive 400 is specifically designed to be compatible with a variety of print methods and overlamine applications. When converting labels for thermal transfer applications, care should be taken with regard to proper roll tensions, handling and storage conditions. Please refer to the die cutting/converting section of this data page or the “Guide to Converting and Handling Label Products” technical bulletin for additional information.

Construction Tested

Adhesion properties determined per TLMI Method using 1.0 mil Polyester with 0.9 mil of adhesive on a polished stainless steel panel.

Typical Performance Characteristics

Temperature: 23 °C (73 °F)
Test Method: TLMI

Attribute Name	Substrate	Value
180° Peel Adhesion	Stainless Steel	2.6 N/cm (24 oz/in) ¹
Liner Release		20 – 100 g/2 in ²

¹ 304 mm/min (12 in/min)
² 180° removal, 300 in/min

Attribute Name	Value
Minimum Application Temperature	-12 °C (10 °F)
Long Term Temperature Resistance	121 °C (250 °F) ¹
Minimum Long Term Temperature Resistance	-40 °C (-40 °F) ¹

¹ Long Term (day, weeks)

Attribute Name	Value
Note	Calipers are nominal values

Printing

This film is not treated for printability.

Handling/Application Information

Application Examples

- Transit graphic protection.
- Overlaminates on warning and critical information labels.
- Signature protection.
- Medical forms protection.

Industry Specifications

Meets EU RoHS Directive

Storage and Shelf Life

Store under normal conditions of 16° to 27°C (60° to 80°F) and 40 to 60% relative humidity in the original packaging, out of direct sunlight. For best performance, use this product within 24 months from date of manufacture.

Information

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ISO Statement

This product was manufactured under a 3M quality system registered to ISO 9001 standards.

3M™ Industrial Adhesives and Tapes Division
3M Center, St. Paul, MN 55144-1000
3M.com/iatd

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