



Technical Data Sheet

3M™ Polypropylene Label Material 7777



[Product Details](#)

Product Description

3M™ Polypropylene Label Material 7777 is a durable material that offers thermal stability and moisture resistance. This label material utilizes 3M™ Permanent Acrylic Adhesive, which is designed for use in various applications.

Product Features

- Corona-treated facestock for improved ink receptivity.
- Film stiffness allows easy die cutting and dispensing for automatic applications.
- Bright white and high opacity facestock.
- Permanent acrylic adhesive offers high initial tack and is designed for use on a wide variety of substrates including low surface energy (LSE) plastics.
- UL recognized (File MH16411) and CSA accepted (File 99316). See the UL and CSA listings for details.

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	Permanent acrylic
Facestock	White Polypropylene T2S
Adhesive Coat Weight	1.75 g/100 in ² ± 10%

Attribute Name	Value
Adhesive Thickness	0.023 mm (0.9 mil)
Facestock Thickness	0.066 mm (2.6 mil)
Liner	50# super calendered kraft sheet
Liner Thickness	0.08 mm (3.2 mil)

Attribute Name	Value
Convertability	3M™ Permanent Acrylic Adhesive is specifically designed to be compatible with a variety of print methods and end use applications. Adhesive processing issues are not anticipated when proper roll tensions, handling and storage conditions are used. 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 1.0 mil of adhesive on a polished stainless steel panel.

Typical Performance Characteristics

Test Method: TLMI

Attribute Name	Temperature	Substrate	Value
180° Peel Adhesion	23 °C (73 °F)	Stainless Steel	3.85 N/cm (35.2 oz/in) ¹
Liner Release	23 °C (73 °F)		15 — 50 g/2 in ²
Shear Adhesion			4 h ³
Loop Tack			3.16 N/cm (28.8 oz/in) ¹

¹ 304 mm/min (12 in/min)

² 180° removal, 300 in/min

³ 0.25 in² x 500g

Attribute Name	Value
Application Temperature	5 — 49 °C (40 — 120 °F)
Long Term Temperature Resistance	125 °C (257 °F) ¹
Minimum Long Term Temperature Resistance	-29 °C (-20 °F) ¹

¹ Long Term (day, weeks)

Attribute Name	Value
Note	Calipers are nominal values

Printing

Facestock is corona treated for improved ink receptivity. Facestock is printable by all standard roll processing methods including Flexography, hot stamp, letterpress and screen printing.

The following thermal transfer ribbons are suggested for possible use with product 7777

Armor:AXR-7+; AXR-600

Dai Nippon:R-300; R-316; M-230

Iimak:SP-330; PrimeMark

Intermec:Premium

Ricoh:B110A; B110C

Sony:TR4070; TR5070

Zebra:4065; 5095

Converting

Rotary die cutting is recommended. Fanfolding of labels is not recommended.

Handling/Application Information

Application Examples

- Light duty durable applications such as Barcode, Property Identification or Asset Labels.
- Warning, Instruction and Service Labels for Durable Goods.

Application Techniques

- For maximum bond strength, surface should be clean and dry. A typical cleaning solvent is heptane or isopropyl alcohol.*
- For best bonding conditions, application surface should be at room temperature or slightly higher. Low temperature surfaces, below 50°F (10°C), 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. Use maximum laminating pressure for best results.

*Note: Consult the manufacturer's Material Safety Data Sheet for proper handling and storage of solvents.

Industry Specifications

UL Recognized (File MH16411)
CSA Accepted (File 99316)

Storage and Shelf Life

Store under normal conditions of 16° to 27°C (60° to 80°F) and 40 to 60% relative humidity in a sealed plastic bag, 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.

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