



# Technical Data Sheet

3M™ Versatile Print Label Material 7331V



[Product Details](#)

## Product Description

3M™ Versatile Print Polyester Label Material 7331V is a gloss polyester label material. The topcoat is formulated to print with multiple technologies including UV inkjet, water flexo, UV flexo, thermal transfer, and screen printing. This label product utilizes 3M™ High Performance Acrylic Adhesive 300 offering bonding strength LSE plastics.

### Application Examples

- Barcode labels and rating plates
- Property identification and asset labeling
- Warning, instruction, and service labels for durable goods
- Nameplates and durable goods

## Product Features

- Adhesive can bond to high surface energy (HSE) and low surface energy (LSE) plastics.
- 55# densified kraft liner assures consistent die cutting.
- Facestock is topcoated for high quality and durable printing with multiple print technologies including UV inkjet, water and UV flexo, thermal transfer, and screen.
- UL Recognized file MH16411. See the UL listing 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	300 Acrylic
Facestock	White Polyester Versatile TC

Attribute Name	Value
Adhesive Thickness	0.02 mm (0.8 mil)
Facestock Thickness	0.051 mm (2 mil)
Liner	55# Densified Kraft
Liner Thickness	0.081 mm (3.2 mil)

Attribute Name	Value
Convertability	3M™ High Strength Acrylic Adhesive 300 is designed to be compatible with a variety of print methods and end use applications. Due to the quick flowing aggressive nature of this adhesive, care should be taken when converting labels for thermal transfer applications. 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.

## Typical Performance Characteristics

### 180° Peel Adhesion

Temperature: 23 °C (73 °F)

Dwell Time: 20 min

Test Method: ASTM D3330

Substrate	Value
Stainless Steel	6.5 N/cm (59 oz/in) <sup>1</sup>
ABS	4.7 N/cm (43 oz/in) <sup>1</sup>
Polycarbonate (PC)	6.5 N/cm (59 oz/in) <sup>1</sup>
Polypropylene (PP)	6.1 N/cm (56 oz/in) <sup>1</sup>

<sup>1</sup> 300 mm/min (12 in/min)

### 180° Peel Adhesion

Temperature: 23 °C (73 °F)

Dwell Time: 72 h

Test Method: ASTM D3330

Substrate	Value
Stainless Steel	7.7 N/cm (70 oz/in) <sup>1</sup>
ABS	7.2 N/cm (66 oz/in) <sup>1</sup>
Polycarbonate (PC)	7.8 N/cm (71 oz/in) <sup>1</sup>
Polypropylene (PP)	6.7 N/cm (61 oz/in) <sup>1</sup>

<sup>1</sup> 300 mm/min (12 in/min)

Attribute Name	Test Method	Value
180° Liner Release	FINAT FTM3	0.119 N/25.4mm (25.2 g/2 in) <sup>1</sup>

<sup>1</sup> 300 mm/min (12 in/min)

Attribute Name	Value
Note	Calipers are nominal values

## Typical Environmental Performance

### 180° Peel Adhesion

Temperature: 37 °C (100 °F)

Dwell Time: 72 h

Test Method: ASTM D3330

Environmental Condition: 100 %RH

Substrate	Value
Stainless Steel	6.2 N/cm (57 oz/in) <sup>1</sup>
ABS	3.3 N/cm (30 oz/in) <sup>1</sup>
Polycarbonate (PC)	3.5 N/cm (32 oz/in) <sup>1</sup>
Polypropylene (PP)	6.7 N/cm (61 oz/in) <sup>1</sup>

<sup>1</sup> 300 mm/min (12 in/min)

## Printing

Facestock is topcoated for improved ink receptivity and is designed for UV Inkjet, water flexo, UV flexo, screen, and thermal transfer printing.

## **Converting**

Rotary die cutting is recommended. Fanfolding of labels is not recommended. Small labels should be evaluated carefully. Winding tensions should be kept at a minimum to help prevent the adhesive from oozing.

## **Handling/Application Information**

### **Application Techniques**

For maximum bond strength, the surface should be clean and dry. Typical cleaning solvents are heptane and isopropyl alcohol.\*

For best bonding conditions, application surface should be at room temperature or higher. Low temperature surfaces, below 50°F (10°C), can cause the adhesive to become so firm that it will not develop maximum contact with the substrate. Higher initial bonds can be achieved through increased rubdown pressure.

\*When using solvents, read and follow the manufacturer's precautions and directions for use.

## **Industry Specifications**

UL Recognized, File PGJ12.MH16411, Printing Materials - Component, ANSI/UL 969

## **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.

## **Available Sizes**

<b>Attribute Name</b>	<b>Value</b>
Packaging	Finished labels should be stored in plastic bags.

## **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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