Your labels and graphics face challenges every day. Traditionally, they’ve had to contend with UV exposure, solvents, and other harsh environmental conditions. Increasingly, however, the issue of intentional defacement is becoming a concern. 3M has always provided solutions for labels and graphics in harsh environments; now you can also count on 3M to protect your labels and graphics from various forms of defacement with 3M™ Protective Overlaminate Graffiti-Resistant Label Material 7248.

3M’s proprietary coating provides excellent resistance to permanent marker, crayon, spray paint, and ball-point pen. The tough, anti-glare finish offers solvent and abrasion resistance along with a high level of humidity and UV durability. It’s perfect for:

- Warning and critical information labels
- Parking stickers
- Transit graphics
- Medical forms
- Signage
- Any application where defacement is an issue

Graffiti comes off with minimal effort—no cleaning agents required—and the 3M™ Adhesive 400 delivers low-temperature performance, clarity, and short-term heat resistance on a wide variety of substrates. Give your labels and graphics the protection they deserve with 3M™ Protective Overlaminate Graffiti-Resistant Label Material 7248.
Keep your labels looking great wherever they might go. Get bright, clear, easy-to-read graphics that resist both natural and human elements.

**PRODUCT CONSTRUCTION**

<table>
<thead>
<tr>
<th>Product</th>
<th>Facestock</th>
<th>Adhesive</th>
<th>Liner</th>
</tr>
</thead>
<tbody>
<tr>
<td>7248</td>
<td>2.0 mil Clear Graffiti-Resistant Polyester</td>
<td>400</td>
<td>55# Laser 3.6 mil white stabilized two-sided clay coated kraft</td>
</tr>
</tbody>
</table>

Calipers are nominal values.

**PHYSICAL PROPERTIES**

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peel Adhesion</td>
<td>1.4 lbs./in. (246 N/m) TLMI Method, 180° Peel, 12”/min., 1” wide sample</td>
</tr>
<tr>
<td>Adhesive Coat Weight</td>
<td>1.55 g/100 in.² ± 10% 3M Method E10MFP01</td>
</tr>
<tr>
<td>Release Range</td>
<td>20 to 80 g/2 in. TLMI Method, 180° removal, 300 in./min.</td>
</tr>
<tr>
<td>Service Temperature</td>
<td>–20°F to 257°F (~29°C to 125°C)</td>
</tr>
<tr>
<td>Minimum Application Temperature</td>
<td>10°F (~12°C)</td>
</tr>
</tbody>
</table>

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

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3M Converter Markets
1030 Lake Road
Medina, OH 44256
Tel: 800 422 8116
Fax: 877 722 5072
www.3M.com/converter

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