

**{ UNTIL GRAFFITI IS WIPED OUT,  
AT LEAST YOU CAN WIPE IT OFF. }**



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 Overlaminare 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 Overlaminare Graffiti-Resistant Label Material 7248.

**Innovative Technology. Personal Touch.**



# { THE PERFECT PERFORMANCE } { FOR IMPERFECT CONDITIONS. }

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

Product	Facestock	Adhesive	Liner
7248	2.0 mil Clear Graffiti-Resistant Polyester	400	55# Laser 3.6 mil white stabilized two-sided clay coated kraft

Calipers are nominal values.

## PHYSICAL PROPERTIES

Peel Adhesion	1.4 lbs./in. (246 N/m)	TLMI Method, 180° Peel, 12"/min., 1" wide sample
Adhesive Coat Weight	1.55 g/100 in. <sup>2</sup> ± 10%	3M Method E10MFP01
Release Range	20 to 80 g/2 in.	TLMI Method, 180° removal, 300 in./min.
Service Temperature	-20°F to 257°F (-29°C to 125°C)	
Minimum Application Temperature	10° F (-12°C)	

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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