

Series 7725SE-400, Fluorescent Film

Product Description

- 3.25-mil, cast fluorescent vinyl film
- For electronic cutting and solvent screen printing

Product Features

- Pressure-sensitive non-removable adhesive
- Five gloss, opaque fluorescent colors
- Extremely conspicuous in daylight, activated by exposure to near-ultra-violet light (not black light)
- Superior cutting and weeding, as small as 0.5 in. (1.27 cm)
- Conforms to flat surfaces both with and without rivets
- Expected performance life of one year (unwarranted period for unprinted film with no graphic protection, applied to a flat, vertical, outdoor surface)

Recommended Types of Graphics and End Uses

- Prespaced and electronically cut graphics
- High-visibility and weather-resistant unprinted or screen-printed graphics

Recommended Compatible Products

Visit [3Mgraphics.com/warranties](https://www.3m.com/graphics/warranties) for a complete list of compatible products approved by 3M for use with the base film covered in this bulletin and used for the creation of graphics that may be eligible for the 3M™ MCS™ Warranty or 3M Performance Guarantee.

Screen Printing Inks for 3M™ MCS™ Warranty

- [3M™ Screen Printing Ink Series 1900 \(Solvent\)](#), line color and four color process

Graphic Protection

- [3M™ Screen Print Gloss Clear 1920DR](#)

Other Products

- [3M™ Edge Sealer 3950](#)
- [3M™ Edge Sealer Tape 8914](#)

NOTE: For non-digitally printed finished graphics, check your eligibility for the 3M™ MCS™ Warranty by viewing the Warranty Period found within the product bulletin or using the warranty selector at www.3m.com/graphics/warranties.

Quick Links

[3M Graphics Warranties](#)
[Technical Information Selector](#)
[Safety Data Sheets \(SDS\)](#)
[Flammability](#)
[Videos](#)

Some of these links lead to web-based resources that are not product-specific.

Characteristics

These are the typical values for unprocessed product. Processing may change the values.

Physical Characteristics

Characteristic	Value												
Material	Vinyl, gloss												
Film Color	<table border="1"> <thead> <tr> <th>Film Color Number:</th> <th>Film Color:</th> </tr> </thead> <tbody> <tr> <td>7725-SE404</td> <td>Yellow Orange</td> </tr> <tr> <td>7725-SE405</td> <td>Yellow</td> </tr> <tr> <td>7725-SE406</td> <td>Green</td> </tr> <tr> <td>7725-SE413</td> <td>Fuchsia</td> </tr> <tr> <td>7725-SE414</td> <td>Red Orange</td> </tr> </tbody> </table>	Film Color Number:	Film Color:	7725-SE404	Yellow Orange	7725-SE405	Yellow	7725-SE406	Green	7725-SE413	Fuchsia	7725-SE414	Red Orange
Film Color Number:	Film Color:												
7725-SE404	Yellow Orange												
7725-SE405	Yellow												
7725-SE406	Green												
7725-SE413	Fuchsia												
7725-SE414	Red Orange												
Thickness	Without adhesive: 3.25 mil (0.09 mm) With adhesive: 4-4.5 mil (0.1-0.11 mm)												
Adhesive	Pressure sensitive												
Adhesive Color	White												
Liner	Kraft white paper												
Typical Adhesion 24 Hours After Application	Polycarbonate: 4 lbs/in. (0.7 kg/cm)												
Tensile Strength	5 lbs/in. at 73°F (0.9 kg/cm at 23°C)												
Chemical Resistance	Resists mild alkalis, mild acids, and salt Excellent resistance to water (does not include immersion)												
Flammability	View the ASTM E84 test report here or go to the online catalog at 3Mgraphics.com . For all available test reports call 1-800-328-3908.												

Application Characteristics

Characteristic	Value
Finished Graphic Application Recommendation	Surface type: Flat, with and without rivets Substrate type: Smooth, rigid vehicle materials such as glass, aluminum, paint, and ABS molding Application method: Wet Application temperature (air and substrate): Flat surfaces with and without rivets: 50°F to 100°F (10°C to 38°C)
Temperature Range After Application	-40°F to +225°F (-40°C to +107°C) (Though not for extended periods of time at the extremes.)
Graphic Removal	Not removable

Factors Affecting Graphic Performance Life

The actual performance life of a graphic is affected by:

- The combination of graphic materials used
- Complete ink drying or curing
- Selection, condition, and preparation of the substrate
- Surface texture
- Application methods
- Angle and direction of sun exposure
- Environmental conditions
- Cleaning or maintenance methods

Graphics Manufacturing



Before using any equipment, always read the manufacturer's instructions for safe operation.

Screen Printing

Formulations and processing conditions can affect ink durability. Users should refer to their ink's product and instruction bulletins for limitations and proper usage.

Cutting

See [3M Instruction Bulletin 4.1](#) for Sheeting, Scoring and Film Cutting details.

Weeding

The excess film should be weeded (removed) as soon after cutting as practical. This is to minimize the effect of possible adhesive flow 24 or more hours after cutting.

Graphic Protection

Graphic protection may improve the appearance, performance, and durability of the graphic. Click on the graphic protection options listed in this product bulletin or see the [3M Graphics Materials Product Catalog](#) for more information.



During installation, scratches may occur on films without graphic protection.

Application Tapes

There are two types of application tapes. See [3M Instruction Bulletin AT-1](#) to determine what application tape is recommended for your film or finished graphic.

Premasking Tape

Premasking tape increases stiffness during application while preventing stretching and damage. Use when little or no liner is exposed. See [3M Instruction Bulletin 4.3](#) for complete details.

Prespacing Tape

Prespacing tape holds cut and weeded letters or graphics in place during application and after removal of the film liner, while preventing stretching and damage. Use when large amounts of liner are exposed. See [3M Instruction Bulletin 4.3](#) for complete details.

Application and Installation

In addition to other 3M bulletins specified in this document, the following bulletins provide details users may need to successfully apply a graphic.

- [3M Instruction Bulletin 2.1](#) Design of Graphics
- [3M Instruction Bulletin 3.11](#) Screen Printing, 3M™ Screen Printing Ink Series 1900 four color and Screen Print Clear VI0402
- [3M Instruction Bulletin 3.12](#) Screen Printing, 3M™ Screen Printing Ink Series 1900 line color and Screen Print Clear VI0402

Stretchability

Many finished graphic constructions can be stretched without primer or relief cuts and maintain lift resistance.

- For straight trucks, semi-trucks, and semi-trailers, see [3M Instruction Bulletin 5.4](#) for details and exceptions.

3M™ Tape Primer 94 and Adhesion Promoter 111

3M recommends using primer where the film will be stretched, particularly on the edges of the film, to maximize a graphic's bond to its substrate.

Maintenance and Cleaning

Use a cleaner designed for high-quality painted surfaces. The cleaner must be wet, non-abrasive, without solvents, and have a pH value between 3 and 11 (neither strongly acidic nor strongly alkaline). See [3M Instruction Bulletin 6.5](#) for details.

Removal

Not removable. 3M makes no claims as to the ease or speed of removal. This product may not remove similarly to other products in the same category. See [3M Instruction Bulletin 6.5](#) for details.

Shelf Life, Storage, and Shipping

Shelf Life

The shelf life is **never more than three years** from the date of manufacture on the original box.

If you process the film, the shelf life is changed to **one year** from the processing date, but no later than three years from the manufacturing date.

Storage Conditions

- 40°F to 100°F (4°C to 38°C)
- Out of sunlight
- Clean, dry area
- Original container
- Bring the film to room temperature before use

Shipping Finished Graphics

Flat, or rolled printed side out on 6 in. (15 cm) or larger core. This helps prevent the application tape, if used, from popping off.

Health and Safety

CAUTION

When handling any chemical products, read the manufacturers' container labels and the Safety Data Sheets (SDS) for important health, safety, and environmental information. To obtain SDS for 3M products go to [3M.com/SDS](https://www.3m.com/SDS). To request SDS by mail, or in case of an urgent situation, call 1-800-364-3577 or 1-651-737-6501.

When using any equipment, always follow the manufacturer's instructions for safe operation.

Warranty Information

Warranty Coverage Overview

The warranty coverage for eligible graphics is based on the user both reading and following all applicable and current 3M Graphics product and instruction bulletins. The warranty period for eligible graphics is as stated in the 3M Graphics Warranties Matrices at the time that the film was purchased. Information found at [3M.com/graphicswarranties](https://www.3m.com/graphicswarranties) includes:

- [3M Graphics Warranties Bulletin](#)
 - This bulletin contains information on limitations and exceptions, and warranty period reductions for 3M Graphics warranties. The warranty period may be reduced and stipulations may apply for certain constructions, applications, and graphic exposures as covered in this bulletin.
- [3M Graphics Warranties Selector](#)
 - Use this selector to search for your vertical warranty period by product type, ink type, film name, and/or ink/printer platform.
- [U.S. Desert Southwest Region Map](#)
 - Use this map of hot, arid desert areas to determine if you are subject to reduced warranted durabilities.

Technical Information

The technical information, guidance, and other statements contained in this document or otherwise provided by 3M are based upon records, tests, or experience that 3M believes to be reliable, but the accuracy, completeness, and representative nature of such information is not guaranteed. Such information is intended for people with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. No license under any 3M or third party intellectual property rights is granted or implied with this information.

Product Selection and Use

Many factors beyond 3M's control and uniquely within user's knowledge and control can affect the use and performance of a 3M product in a particular application. Customer is solely responsible for evaluating the product and determining whether it is appropriate and suitable for customer's application, including conducting a workplace hazard assessment, reviewing all applicable regulations and standards, and reviewing the product label and use instructions. Failure to properly evaluate, select, and use a 3M product in accordance with instructions or to meet all applicable safety regulations may result in injury, sickness, death, and/or harm to property.

Warranty, Limited Remedy, and Disclaimer

Unless a different warranty is specifically stated on the applicable 3M product packaging or product literature (in which case such warranty governs), 3M warrants that each 3M product meets the applicable 3M product specification at the time 3M ships the product. 3M MAKES NO OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR ARISING OUT OF A COURSE OF DEALING, CUSTOM, OR USAGE OF TRADE. If a 3M product does not conform to this warranty, the sole and exclusive remedy is, at 3M's option, replacement of the 3M product or refund of the purchase price.

Limitation of Liability

Except for the limited remedy stated above, and except to the extent prohibited by law, 3M will not be liable for any loss or damage arising from or related to the 3M product, whether direct, indirect, special, incidental, or consequential (including, but not limited to, lost profits or business opportunity), regardless of the legal or equitable theory asserted, including, but not limited to, warranty, contract, negligence, or strict liability.

Commercial Solutions

3M Center, Building 220-12E-04
St. Paul, MN 55144

1-800-328-3908
[3M.com/Graphics](https://www.3m.com/Graphics)

© 3M 2021. All rights reserved.
3M, Scotchcal, ElectroCut, and MCS are trademarks of 3M. Used under license in Canada.
All other trademarks are property of their respective owners.
Revision L, November 2021 Please recycle.

