

**BRADY B-696 GLOSSY WHITE THERMAL PRINTABLE POLYESTER WITH LOW TACK**

TDS No. B-696  
Effective Date: 11/28/2011

**Description:**

**CONSTRUCTION**

Substrate: 2.0 mil white polyester film  
Adhesive Layer: 0.5 mil removable acrylic pressure sensitive adhesive  
Release Liner: 2.0 mil non-silicone release liner

**GENERAL**

Print Technology: Thermal transfer  
Material Type: White polyester  
Finish: Satin  
Adhesive: Permanent, cleanly removable acrylic pressure sensitive

**APPLICATIONS**

B-696 is designed as a chemically clean, cleanly removable, low tack THT printable label for the Hard Disc Drive market. Other uses include rating plate applications that utilize high quality/density alphanumeric, barcodes and graphics.

**RECOMMENDED RIBBONS**

Brady Series R6200 black thermal transfer ribbon.

**REGULATORY APPROVALS**

Brady B-696 is RoHS compliant to 2005/618/EC MCV amendment to RoHS Directive 2002/95/EC.

**SPECIAL FEATURES**

B-696 is supplied with a permanent, yet cleanly removable, acrylic adhesive that exhibits a low tack adhesion to many surfaces. B-696 is also low out gassing, low ions and has no silicone.

**Details:**

PHYSICAL PROPERTIES	TEST METHOD	AVERAGE RESULTS
Thickness	ASTM D 1000 -Substrate -Adhesive -Total	0.0020 inch (0.051 mm) 0.0005 inch (0.013 mm) 0.0025 inch (0.064 mm)
Adhesion to:	ASTM D 1000	
-Stainless Steel	20 minute dwell 72 hour dwell	9.8 oz/in (2.74 N/25mm) 15.1 oz/in (4.20 N/25mm)
-Polycarbonate	20 minute dwell 72 hour dwell	12.0 oz/in (3.34 N/25mm) 22.6 oz/in (6.28 N/25mm)
Tack	ASTM D 2979 Polyken™ Probe Tack 1 second dwell	240 g
Shear Adhesion Failure Temperature (SAFT)	ASTM D4498-95 (except use 25mm X 25mm X 1Kg)	> 200°C
Extractable ions	Seagate 20800012-001	Anions (µg/cm <sup>2</sup> ) Fluoride ND Chloride <0.005 Nitrite ND Bromide ND Nitrate <0.005 Phosphate ND Sulfate 0.006 Cations (µg/cm <sup>2</sup> ) Lithium ND Sodium <0.005

		Ammonium ND Potassium ND Magnesium ND Calcium ND
		ND = None Detected
Extractable organics via FT-IR	Seagate 20800014-001 Rev. D	Silicone – Release side ND Adhesive side ND
		ND = none Detected
DHS GC-MS outgassing	Seagate 20800020-001 Rev. E with constant flow	100 ng/cm <sup>2</sup>

Product testing, customer feedback, and history of similar products, support a customer performance expectation of at least **one year from the date of receipt** for this product as long as this product is stored in its original packaging in an environmental below *80 degrees F and 60% RH*. We are confident that our product will perform well beyond this time frame. However, it remains the responsibility of the user to assess the risk of using such product. We encourage customers to develop functional testing protocols that will quality a product's fitness for use, in their actual applications.

**Trademarks:**

ASTM: American Society for Testing and Materials (U.S.A.)  
Polyken™ is a trademark of Testing Machines Inc.

**Note:** All values shown are averages and should not be used for specification purposes.

Test data and test results contained in this document are for general information only and shall not be relied upon by Brady customers for designs and specifications, or be relied on as meeting specified performance criteria. Customers desiring to develop specifications or performance criteria for specific product applications should contact Brady for further information.

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