



Durable Labels that Last

650 White EnduraLabel

Description: This "Industrial Strength" product is designed with a superior adhesive to aggressively bond to rough, high textured substrates, oily and greasy surfaces as well as low-surface energy (LSE) and TPO plastics. It is ideal for the harsh conditions of manufacturing, construction, and automotive work and is great for labeling tools, equipment or storage containers like drums and stocking bins without a lot of surface pre-cleaning.

While Electronic Imaging Materials has done a wide range of testing to qualify this unique product, it is impossible for us to replicate every surface or the environmental conditions that may affect the adhesive. Therefore we STRONGLY encourage the end-user to do thorough testing to make sure this product meets their specific application requirements. If 650 does not bond to a particular surface due to some form of contamination, pre-cleaning the surface with isopropyl alcohol or some other type of solvent that will dissolve the grime or oil may be necessitated. Adhesive bond to rusty surfaces may not be successful unless the rust is removed.

NOTES:

Due to the thick, oozy nature of the adhesive on this product, 650 is not recommended for fanfolding. Additionally, this product is not appropriate for 1" core formats. We suggest obtaining an External Media Supply Device so that labels can be put on 3" cores to feed into desktop printers. Please specify if labels will be auto-applied.

Recommended Printing Ribbons: T84, T96, T68 and T80 Resins

Compliance: RoHS, RoHS II Recast and REACH SVHC Candidate List dated December 16, 2013.

	Face Stock	Adhesive	Test Method
Type	Polyester	Permanent Acrylic	-
Color	White	-	-
Caliper	2.0 mil / 51 micron +/-10%	2.9 - 3.1 mil (74 - 79 micron) +/-0.2%	ASTM D3652
Dimensional Stability	No Shrinkage observed	-	On A1 panel at 160°F (71°C) for 24 hrs.
Min. Application Temp.	-	+50°F (10°C)	-
Service Temp. Range	-	-40°F to 302°F (-40°C to 150°C)	-

(Continued)



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650 White EnduraLabel (continued)

Adhesion Properties: For Guidance Only. Not to be used for setting specifications. Due to the custom nature of this product, the data presented is based on three or less production runs.

		Average oz/in (N/m)	
Adhesion from:	Stainless Steel	111 (1221)	ASTM D 903 modified for 7 hr dwell
	Acrylic	115 (1265)	-
	Glass	114 (1254)	-
	Polypropylene	53 (583)	-
Tack (gm/sq cm)	-	1510	ASTM D 2979
Expected Shear (hours)	-	10	ASTM D 3654 Method A (1 hr dwell 1 sq in, 4# load)

	Liner
Type	Bleached kraft
Caliper	3.1 mil (79 micron) +/-10%
Basis Weight	50#
Service Life	Rated for up to two years outdoors. If subjected to heat, the adhesive may flow. Matte coating may turn yellow under sunlight.

	Temperature	Humidity	Shelf Life
Recommended Storage Conditions	70°F	50% R.H.	1 Year*

* **BEST USED BY DATE:** While this material has been rated for two year storage, the special characteristics of the adhesive make it necessary to regularly rotate inventory of this product. For best performance, EIM recommends that this material be used before aging past the date noted above. Another option would be to consider ordering it in smaller quantities and therefore, EIM encourages blanket orders whereby buyers can still take advantage of quantity pricing.

All descriptive information, typical performance data, and recommendations for this product should be used solely as a guide. Furnishing such information is merely our attempt to assist you as indicated by your requested application. These specifications do not constitute a warranty under any varying results. All labels are sold with the understanding that the purchaser has independently tested and determined the suitability of the product for the intended application.