

**BRADY B-953 WHITE POLYESTER LABEL STOCK**

TDS No. B-953  
Effective Date: 10/21/2020

**Description:**

**GENERAL**

**Print Technology:** None

**Material Type:** Polyester

**Finish:** Gloss

**Adhesive:** Permanent acrylic

**APPLICATIONS**

Brady B-953 is used primarily as a pre-printed label to identify small electrical or electronic components.

**REGULATORY APPROVALS**

For information on the Weee-RoHS compliance status for a Brady Product go to one of the following websites:

In Canada: [www.bradycanada.ca/weee-rohs](http://www.bradycanada.ca/weee-rohs)

In Europe: [www.bradyeurope.com/rohs](http://www.bradyeurope.com/rohs)

In Japan: [www.brady.co.jp/products/labelsuse/rohs](http://www.brady.co.jp/products/labelsuse/rohs)

All other regions: [www.bradyid.com/weee-rohs](http://www.bradyid.com/weee-rohs)

**SPECIAL FEATURES**

Brady B-953 can withstand elevated temperatures for prolonged periods of time and has good solvent resistance. The material is capable of accepting extremely small preprints.

Details:

PHYSICAL PROPERTIES	TEST METHODS	AVERAGE RESULTS
Thickness	ASTM D 1000 - Substrate - Adhesive - Total (excluding liner)	0.0009 inch (0.023 mm) 0.0010 inch (0.025 mm) 0.0019 inch (0.048 mm)
Adhesion to: -Stainless Steel	ASTM D 1000 20 minute dwell 24 hour dwell	33 oz/in (36 N/100 mm) 42 oz/in (46 N/100 mm)
-Textured ABS	20 minute dwell 24 hour dwell	15 oz/in (16 N/100 mm) 22 oz/in (24 N/100 mm)
-Polypropylene	20 minute dwell 24 hour dwell	26 oz/in (28 N/100 mm) 28 oz/in (31 N/100 mm)
Application Temperature	Lowest application temperature to steel	50°F (10°C)

For testing Performance Properties, unprinted B-953 labels were wrapped on 0.08" OD wires and printed labels were applied to flat aluminum panels. All samples were allowed to dwell 24 hours at room temperature before exposure to the indicated environments.

PERFORMANCE PROPERTIES	TEST METHODS	TYPICAL RESULTS
High Service Temperature	30 days at various temperatures	No visible effect to label or print at 130°C. At 145°C, the label and adhesive discolor, print legible; discoloration increases at 160°C; slight shrinkage 145°C and 160°C, print legible.
Low Service Temperature	30 days at -40°F (-40°C)	No visible effect to label or print
Humidity Resistance	30 days at 100°F (37°C), 95% R.H.	No visible effect to label or print
UV Light Resistance	ASTM G155, Cycle 1, dry 30 days in Xenon TestChamber	No visible effect to label or print
Weatherability	ASTM G155, Cycle 1 30 days in Xenon Arc Weatherometer®	No visible effect to label; slight print fade

Salt Fog Resistance	ASTM B 117 30 days in 5% salt fog solution chamber	No visible effect to label or print
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<b>PERFORMANCE PROPERTY</b>	<b>CHEMICAL RESISTANCE</b>
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Samples were wrapped on 0.080" OD wires and laminated to aluminum panels and dwelled 24 hours prior to test. Testing was conducted at room temperature. Testing consisted of 5 cycles of 10 minute immersions in the specified chemicals followed by 30 minute recovery periods. After the final immersion, the flat samples were rubbed 10 times with a cotton swab saturated with test fluid.

CHEMICAL REAGENT	SUBJECTIVE OBSERVATION OF VISUAL CHANGE		
	EFFECT TO LABEL STOCK	EFFECT TO PRINT	
		WITHOUT RUB	WITH RUB
Methyl Ethyl Ketone	Complete unwrap on wire; adhesive softens on flat panel	2	5
Isopropyl Alcohol	No visible effect	1	1
JP-8 Jet Fuel	Very slight unwrap	1	1
SAE 20 WT Oil	No visible effect	1	1
Mil-H-5606 Oil	Slight adhesive ooze	1	1
Speedi Kut Cutting Oil 332	No visible effect	1	1
Rust Veto® 377HF	No visible effect	1	1
Deionized Water	No visible effect	1	1
3% Alconox® Detergent	No visible effect	1	1
Northwoods™ Buzz Saw Citrus Degreaser	No visible effect	1	2
Mineral Spirits	No visible effect	1	1

**Rating Scale:**

- 1= no visible effect
- 2= slight smear or print removal, detectable but minimal smear
- 3= moderate smear or print removal (print still legible)
- 4= severe smear or print removal (print illegible or just barely legible)
- 5= complete print and/or topcoat removal
- NP= print removed prior to rub

**Shelf Life:**

Shelf life is two years from the date of receipt for this product as long as this product is stored in its original packaging in an environment below 80°F (27°C) and 60% RH. It remains the responsibility of the user to assess the risk of using this product. We encourage customers to develop testing protocols that will qualify a product's fitness for use in their actual application.

**Trademarks:**

- Alconox® is a registered trademark of Alconox Co.
- Northwoods™ is a trademark of the Superior Chemical Corporation.
- Rust Veto® is a registered trademark of the E.F. Houghton & Co.
- ASTM: American Society for Testing and Materials (U.S.A.)
- SAE: Society of Automotive Engineers (U.S.A.)
- Weather-Ometer® is a registered trademark of Atlas Material Testing Technology LLC
- All S.I. Units (metric) are mathematically derived from the U.S. Conventional Units.

**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.

Product compliance information is based upon information provided by suppliers of the raw materials used by Brady to manufacture this product or based on results of testing using recognized analytical methods performed by a third party, independent laboratory. As such, Brady makes no independent representations or warranties, express or implied, and assumes no liability in connection with the use of this information.

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