



# Primalyn™ White Vinyl

## Label Material

### 7604FP

Technical Data

December, 2007

#### Product Description

3M™ Primalyn™ White Vinyl Label Material 7604FP is a flexible vinyl providing excellent squeeze bottle performance with consistent printability. This material utilizes 3M™ Adhesive 300, which has excellent quick tack and also bonds well to a variety of surfaces including LSE plastics.

#### Construction

(Calipers are nominal values.)

Facestock	Adhesive	Liner
.0035 in. (89 microns) White Vinyl TC	300 Acrylic 0.8 mils (20 microns)	55# Densified kraft 3.2 mils (81 microns)

#### Features

- Facestock is topcoated for use with a wide variety of Flexo Inks and Letterpress Printing. The polymerically plasticized nature of this soft, flexible vinyl imparts long term dimensional stability for demanding applications.
- Adhesive bonds well to a wide variety of substrates including metals, high surface energy (HSE) plastics and low surface energy (LSE) plastics. It is ideal for applications requiring high initial adhesion especially to LSE plastic surfaces.
- 55# densified kraft liner assures consistent die cutting.
- UL recognized (File MH11410).

#### Application Ideas

- Prime label for polyethylene containers and other plastic containers for consumer products.
- Consumer products include nasal mists, shampoos, liquid soaps, and lotions.
- Resists lifting and buckling on a wide range of containers under use and storage conditions.
- Nameplates and durable goods.

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## Typical Physical Properties

**Note: The following technical information and data should be considered representative or typical only and should not be used for specification purposes.**

<b>Adhesive Coat Weight</b>	1.08 to 1.62 g/100 in. <sup>2</sup>	TM-2279
<b>Release Range</b>	10 to 60 g/2 in.	TLMI Method, 180° removal, 300 in./min.
<b>Service Temperature</b>	-40°F to 175°F (-40°C to 79°C)	
<b>Minimum Application Temperature</b>	50°F (10°C)	
<b>Convertability</b>	3M™ High Strength Acrylic Adhesive 300 is designed to be compatible with a variety of print methods and end use applications. Due to the quick flowing aggressive nature of this adhesive, care should be taken when converting labels for thermal transfer applications. Please refer to the the die cutting/converting section of this data page or the "Guide to Converting and Handling Label Products" technical bulletin for additional information.	

## Typical Peel Adhesion Properties

**Adhesion:** 180° peel test procedure is ASTM D 3330.

	Initial (10 Minute Dwell/RT)		Conditioned for 3 Days at Room Temperature 72°F (22°C)	
	180° Peel		180° Peel	
<b>Surface</b>	Oz./In.	N/100 mm	Oz./In.	N/100 mm
Stainless Steel	31	34	58	63
Polycarbonate	32	35	59	65
Polypropylene	36	39	75	82
Glass	22	24	60	66
HD Polyethylene	30	33	43	47

## Environmental Performance

**Note: The following technical information and data should be considered representative or typical only and should not be used for specification purposes.**

### Temperature Resistance:

-40°F (-40°C) to 75°F (79°C)

### Humidity Resistance:

168 hours at 100°F (38°C) and 100% relative humidity

### Liner Release:

180° Liner Release, 90 inches/minute: 10 gm./in. width (0.4 N/100mm)

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## Application Techniques

For maximum bond strength, the surface should be clean and dry. Typical cleaning solvents are heptane and isopropyl alcohol.\*

For best bonding conditions, application surface should be at room temperature or higher. Low temperature surfaces, below 50°F (10°C), can cause the adhesive to become so firm that it will not develop maximum contact with the substrate. Higher initial bonds can be achieved through increased rubdown pressure.

\*When using solvents, read and follow the manufacturer's precautions and directions for use.

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## Printing

Facestock is topcoated for improved ink receptivity and is designed for flexographic printing. It is also printable by all standard roll processing methods including letterpress and offset roll printing.

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## Die Cutting / Converting

Rotary die cutting is recommended. Fanfolding of labels is not recommended. Small labels should be evaluated carefully. Winding tensions should be kept at a minimum to prevent the adhesive from oozing.

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## Packaging

Finished labels should be stored in plastic bags.

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## Storage

Store at room temperature conditions of 72°F (22°C) and 50% relative humidity.

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## Shelf Life

If stored under proper conditions, product retains its performance and properties for two years from date of manufacture.

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## Product Use

All statements, technical information and recommendations contained in this document are based upon tests or experience that 3M believes are reliable. However, many factors beyond 3M's control can affect the use and performance of a 3M product in a particular application, including the conditions under which the product is used and the time and environmental conditions in which the product is expected to perform. Since these factors are uniquely within the user's knowledge and control, it is essential that the user evaluate the 3M product to determine whether it is fit for a particular purpose and suitable for the user's method of application.

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## Warranty and Limited Remedy

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**ISO 9001:2000**

This Industrial Adhesives and Tapes Division product was manufactured under a 3M quality system registered to ISO 9001:2000 standards.



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