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**Material Specification Sheet****Product:**

M-774

**Description:**

A thermal transfer polyester material that features a matte silver facestock with a gloss topcoat, an acrylic adhesive and a densified kraft liner.

**Recommended Applications:**

This material is recommended for nameplates, warning/instruction/service labels, barcode labels, rating plates, asset labeling, property identification and other durable goods labeling applications.

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**Facestock:**

A silver matte polyester facestock with a gloss topcoat.

		<u>Value</u>	<u>Units</u>
Caliper:		2	mil
Tensile:	MD	20	kgf/mm <sup>2</sup>
	CD	24	kgf/mm <sup>2</sup>

**Adhesive:**

A permanent, high tack, acrylic adhesive.

		<u>Value</u>	<u>Units</u>
Coat Thickness:		0.8	mil
Minimum Application temp:		50	°F
Service temp:		-40 to +300	°F
180° Peel:			
	Stainless Steel	3.5	lb/in
90° Peel:			
	Stainless Steel	2.6	lb/in <sup>2</sup>

**Liner:**

A 55#, 3.2 mil densified, kraft, liner with release coating.

		<u>Value</u>	<u>Units</u>
Caliper:		3.2	mil
Tear:	MD	57	g
	CD	76	g

**Shelf Life:**

One year, under standard storage and humidity conditions

**PRODUCT DISCLAIMER**

All labels and label material constructions are sold with the understanding that the purchaser has independently determined the suitability of each product for the application for which it is purchased. The seller disclaims any implied warranty of fitness of a product for a particular purpose. All materials should be tested thoroughly by the purchaser under end-user conditions to ensure they meet the requirements of a specific application.

