



# Technical Data Sheet

## 3M™ Screen Printable Vinyl Performance Durable Label Material 7053



Additional Info



Regulatory  
Info/SDS

### Product Description

3M™ Screen Printable Vinyl Performance Durable Label Material 7053 is a durable, high performance material that offers durability and moisture resistance. This vinyl label stock utilizes 3M™ Adhesive 350, which is designed to permanently bond to high and low surface energy plastics, textured and contoured surfaces, powder coatings, and slightly oily metals.

### Product Features

- Most universal adhesive for label applications.
- Adhesive offers chemical resistance and holding strength, even at high temperatures.
- Liner provides easy sheet processing and is designed for the ultimate in layflat. The backside of this liner is not printable.

### Technical Information Note

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

### Typical Physical Properties

Attribute Name	Value
Adhesive Type	350
Facestock	Soft Clear Vinyl NTC
Adhesive Coat Weight	1.66 — 2.04 g/100 in <sup>2</sup>

Attribute Name	Value
Adhesive Thickness	0.028 mm (1.1 mil)
Facestock Thickness	0.102 mm (4 mil)
Liner	90# Polycytd. bleached kraft sheet polyethylene coated on two sides
Liner Thickness	0.18 mm (7 mil)

Attribute Name	Value
Convertability	In order to capture the performance properties of 3M™ High Holding Acrylic Adhesive 350, thicker calipers are utilized for LSE or textured substrates. Its higher caliper, while desirable for the end use applications, may require extra care during processing. Please refer to the die cutting/converting section of this data page or the “Guide to Converting and Handling Label Products” technical bulletin for additional information.

## Construction Tested

Adhesion properties determined per TLMI Method using 1.0 mil polyester with 1.0 mil of adhesive on a polished stainless steel panel.

## Typical Performance Characteristics

### 180° Peel Adhesion

Temperature: 23 °C (73 °F)

Test Method: TLMI

Substrate	Value
High Density Polyethylene (HDPE)	5.28 N/cm (48 oz/in) <sup>1</sup>
Polycarbonate (PC)	7.88 N/cm (72 oz/in) <sup>1</sup>
Polypropylene (PP)	7 N/cm (64 oz/in) <sup>1</sup>
Stainless Steel	8.75 N/cm <sup>1</sup>

<sup>1</sup> 300 mm/min (12 in/min)

Test Method: TLMI

Attribute Name	Temperature	Value
Liner Release	23 °C (73 °F)	1 — 13.7 g/cm (5 — 70 g/2 in) <sup>1</sup>
Shear Adhesion		>100 h <sup>2</sup>

<sup>1</sup> 180° removal, 300 in/min

<sup>2</sup> 0.25 in<sup>2</sup> x 500g

Attribute Name	Value
Minimum Application Temperature	10 °C (50 °F)
Long Term Temperature Resistance	60 °C (140 °F) <sup>1</sup>
Minimum Long Term Temperature Resistance	-29 °C (-20 °F) <sup>1</sup>

<sup>1</sup> Long Term (day, weeks)

Attribute Name	Value
Note	Calipers are nominal values

## Printing

A non-topcoated print surface designed for use with solvent screen ink systems.

### Solvent Screen Inks:

Nazdar's 7700 and System 2

Sericol's Polyplast PY, GVYL, VYL, TMI and Techmark

## Converting

Die cut with steel rule or flatbed dies. The 90# lay-flat liner also allows kiss cutting and back splitting. The converter can cut through the vinyl facestock without cutting through the liner. Sheet label materials are not recommended for rotary die cutting and stripping operations.

## **Handling/Application Information**

### **Application Examples**

- Nameplates and product ID labels.
- Rating plates.
- Property identification and asset labeling.
- Warning, instruction, and service labels for durable goods, equipment/machinery and lawn and garden.

### **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 40°F (5°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.

## **Storage and Shelf Life**

Store under normal conditions of 16° to 27°C (60° to 80°F) and 40 to 60% relative humidity in the original packaging, out of direct sunlight. For best performance, use this product within 24 months from date of manufacture.

## **Available Sizes**

<b>Attribute Name</b>	<b>Value</b>
Packaging	Finished labels should be stored in plastic bags.

## **Information**

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## **ISO Statement**

This product was manufactured under a 3M quality system registered to ISO 9001 standards.

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