

# New Polyimide Labels (B-724, B-728 and B-729) Designed to Withstand Harsh Wash Conditions!

## PRODUCT DESCRIPTION

### Brady’s NEW Harsh Condition Polyimide labels for the PCB manufacturing industry!

Brady is excited to announce the launch of four new harsh condition Polyimide labels. As board designs become smaller and more complex and component placement tighter, the PCB assembly industry is adopting wash process protocols that are harsher than has been seen in the past. In-line wash systems such as the Electrovert AquaStorm from Speedline Technologies use higher pressures at a closer distance to the label than typical wash systems. This type of system also washes the labels for longer using chemicals that can be higher in PH value than current wash systems along with high performance drying systems that require the labels to withstand excessive heat temperatures. Brady has designed new UltraTemp™ Series High Heat label materials to survive these extreme conditions!

B-724	2mil amber polyimide film, matte finish, tin free, permanent acrylic adhesive
B-728	1mil polyimide film, matte finish, permanent acrylic adhesive
B-729	2mil polyimide film, matte finish, permanent acrylic adhesive

These durable label materials are part of a total identification solution when used with Brady thermal transfer benchtop printers, including the Bradyprinter™ PR Plus Printer and Brady IPT™ Printer, with the recommended thermal transfer ribbons.

**Value Proposition:** These new Polyimide materials give Brady UltraTemp™ customers a durable solution to withstand harsh wash conditions for their labeling solutions.

## PRODUCT FEATURES & BENEFITS

### Features:

- Ultra-Durable Polyimide label for the PCB manufacturing industry
- High temperature performance (500F (260C))
- Stays adhered to PCB boards during extreme washes
- Tested with common cleaning chemicals from Zestron and Kyzen
- RoHS and Reach compliant! UL969 Recognized!
- Available in custom sizes
- Excellent resistance to harsh fluxing and wave solder environments

## TARGET MARKETS/ USERS & APPLICATIONS

These new products are used for printed circuit board and electronic component preprocess labeling. Target customers are companies using harsh in-line wash systems such as Speedline's AquaStorm units along with extreme chemicals from companies such as Zestron and Kyzen.

## PROMOTIONAL TOOLS / PROGRAMS

- B-724, B-728 and B-729 Technical Data Sheets on [www.bradyid.com](http://www.bradyid.com)
- Material Sample Packs:
  - UltraTemp Sample Pack Y2483740
  - Individual sample packs also available for B-724, B-728 and B-729

## PACKAGING / PART # / BRADY MATERIAL # / PRICING / DISCOUNT

Catalog Number	Product Number	Label Size (W x H)	US List Price	UOM	Qty
THT-14-724-10	132459	0.650 in W x 0.200 in H	\$405.5	Roll	10,000
THT-4-724-10	132460	1.500 in W x 0.250 in H	\$1026.74	Roll	10,000
THT-1-724-10	132461	0.750 in W x 0.250 in H	\$566.03	Roll	10,000
THT-5-724-10	132462	1.000 in W x 0.500 in H	\$1284.46	Roll	10,000
THT-46-724-10	132463	0.750 in W x 0.250 in H	\$566.03	Roll	10,000
THT-51-724-10	132464	1.000 in W x 0.250 in H	\$597.51	Roll	10,000
THT-11-724-10	132465	0.250 in W x 0.250 in H	\$452.73	Roll	10,000
THT-16-724-2.5	132466	3.000 in W x 0.250 in H	\$566.03	Roll	2,500
THT-45-724-10	132467	1.500 in W x 0.250 in H	\$1026.74	Roll	10,000
THT-12-724-10	132468	0.500 in W x 0.437 in H	\$743.39	Roll	10,000
THT-2-724-10	132469	0.900 in W x 0.250 in H	\$597.51	Roll	10,000
THT-3-724-10	132470	1.000 in W x 0.375 in H	\$963.66	Roll	10,000
THT-28-724-10	132471	1.500 in W x 0.125 in H	\$1026.74	Roll	10,000

THT-99-728-10	132495	0.500" W x 0.500" H	\$802.88	Roll	10,000
THT-1-728-10	132496	0.750" W x 0.250" H	\$566.03	Roll	10,000
THT-43-728-10	132497	1.250" W x 0.250" H	\$960.64	Roll	10,000
THT-46-728-10	132498	0.750" W x 0.250" H	\$566.03	Roll	10,000
THT-59-728-10	132499	1.000" W x 0.500" H	\$1,809.08	Roll	10,000
THT-14-728-10	132500	0.650" W x 0.200" H	\$405.50	Roll	10,000
THT-103-728-10	132501	1.000" W x 0.250" H	\$597.63	Roll	10,000
THT-104-729-20	132502	0.315" W x 0.177" H	\$666.23	Roll	20,000
THT-48-729-10	132503	2.000" W x 0.250" H	\$1,174.69	Roll	10,000
THT-45-729-10	132504	1.500" W x 0.250" H	\$880.97	Roll	10,000
THT-16-729-2.5	132505	3.000" W x 0.250" H	\$452.84	Roll	2,500
THT-1-729-10	132506	0.750" W x 0.250" H	\$452.98	Roll	10,000
THT-103-729-10	132507	1.000" W x 0.250" H	\$477.97	Roll	10,000

**!** **Understanding THT Label Part Numbers**

Most label part numbers can be broken down in the following manner by the label's components.

*Example:*

**THT-20-423-1**

**Technology:**  
Thermal Transfer

**Die Cut:**  
#20, 3.000" x 5.000"

**Material Number:**  
B-423, White, Polyester

**Package Qty:**  
1,000