

## Product launch brief

### B-777 Glossy White Thermal Transfer Printable Polyimide Labels

#### Launch date

November 7, 2019



#### Product description

Keep your printed circuit board and electronic component pre-process identification running smoothly with B-777 polyimide labels. This material, now available as a stock option, withstands multiple cycles of harsh-condition washes for printed circuit boards and **doesn't require a preheat (reflow) process** prior to the cleaning process.

#### Product features and benefits

- In combination with Brady Series R6300 ribbon, this material:
  - Meets the requirements of MIL-STD-202G, Method 215K Resistance to Solvents Test
  - Is a UL Recognized Component to UL969 Labeling and Marking Standard
  - Is CSA Accepted to C22.2 No.0.1595 Adhesive Labels Standard
- Can be produced to allow auto-dispensing

#### Target markets / users and applications

- Printed circuit board labeling
- Electronic component pre-process labeling

#### Product part numbers

Catalog #	Product #	Description	UOM	CAN list price	Discount group
THT-1-777-10	150842	0.25 in. H x 0.75 in. W	Roll	\$748.01	2
THT-43-777-10	150843	0.25 in. H x 1.25 in. W	Roll	\$1,267.34	2
THT-103-777-10	150844	0.25 in. H x 1.00 in. W	Roll	\$836.31	2
THT-14-777-10	150845	0.20 in. H x 0.65 in. W	Roll	\$595.86	2
THT-46-777-10	150846	0.25 in. H x 0.75 in. W	Roll	\$751.58	2
THT-11-777-10	150847	0.25 in. H x 0.25 in. W	Roll	\$602.58	2
THT-15-777-2.5	150848	0.25 in. H x 2.00 in. W	Roll	\$503.35	2
THT-45-777-10	150849	0.25 in. H x 1.50 in. W	Roll	\$1,350.50	2
THT-59-777-10	150850	0.50 in. H x 1.00 in. W	Pack	\$2,067.33	2
THT-47-777-10	150851	0.20 in. H x 0.65 in. W	Roll	\$595.86	2

### **Product probing questions**

1. Do you run your boards through reflow to ensure the labels stay readable after washing, even though a different workflow would work better?
2. Would applying your label anytime during your board process improve your workflow?
3. How might your workflow be improved if you didn't have to preheat your labels prior to your wash step?



**For more information, visit [Bradycanada.ca](https://www.bradycanada.ca) or call 1-800-263-6179**