

## Technical Data Sheet



### BRADY B-2509 AQUEOUS INKJET PRINTABLE WHITE MAGNETIC LABEL STOCK

TDS No. B-2509  
Effective Date: 11/7/2019

**Description:**

Brady B-2509 white magnetic label stock is an aqueous inkjet printable, matte finish product that adheres via magnetic attraction. B-2509 is designed to be used with the BradyJet™ J2000 and J5000 Color Label Printers.

**Details:**

Aqueous inkjet printable magnetic label stock that yields full color and high resolution graphics.

**Use:**

Brady B-2509 is used for temporary, reusable, and movable signs.

**Substrate Type:**

Magnetic sheeting with a white inkjet receptive surface

**Standard Material Colors:**

White

**Thickness:**

0.021 inches (0.53 mm)

**Abrasion Resistance (ASTM D4060):**

CS-10 wheels, 250 g wts.

Print legible up to 500 cycles with J20 series CMY and J50 series CMYK pigment inks

**Service Temperature**

-40°F to 140°F (-40°C to 60°C)

**Average Outdoor Durability:**

Not recommended for outdoor use.

**Chemical Resistance:**

Samples were printed using J50 series pigment inks with a BradyJet J5000 Color Label Printer by Brady recommended printer settings (Quality: Normal, Saturation: medium color + black). Cyan(C), magenta(M), yellow(Y), and black (K) squares are printed for these tests.

Samples were printed using J20 series pigment inks with a BradyJet J2000 Color Label Printer by Brady recommended printer settings (Quality Mode: 3, Saturation: 78%, Color Matching: best for graphics). Cyan(C), magenta(M), yellow(Y), and process black (K) squares are printed for these tests.

Testing conducted at room temperature after equilibrating samples for 24 hours post printing.

REAGENT	J50 series ink cartridges		J20 series ink cartridges	
	7 DAY IMMERSION	RUB TEST	7 DAY IMMERSION	RUB TEST
Deionized Water	NE	NE	NE	NE
10 wt% Sodium Chloride	NE	NE	NE	NE
50 wt% Ethanol	F3	F2	F3	F2

10% NaOH (pH 14)	F3	NE*	F3	NE*
Gasoline	F3	F2	F3	F2
Isopropyl Alcohol	NE	F2	NE	F2
Windex® Commercial Line™ Original Glass Cleaner	F1	NE	F1	NE
10% HCl (pH 1)	F1	NE	F1	NE

NE = No visible effect on printed sample. For rub test, some ink noted on cotton swab.

NE\*= Reversible change. Coating turns yellow. Within 24hrs reverts back to original color. For rub test, slight ink on Q-tip.

F1= Fail – Coating turns blue (Windex) or yellow (HCl). For rub test, ink on cotton swab.

F2= Fail – Complete ink/topcoat removal.

F3= Fail – Blistering or delamination from magnet.

7 Day Immersion: Immersed in reagent for 7 days.

Rub Test: 100 hand rubs over a minute with a Q-tips® cotton swab soaked in reagent by applying minimal pressure.

### **REGULATORY / AGENCY APPROVALS**

For information on the Weee-RoHS compliance status for a Brady Product go to one of the following websites:

In Canada: [www.bradycanada.ca/weee-rohs](http://www.bradycanada.ca/weee-rohs)

In Europe: [www.bradyeurope.com/rohs](http://www.bradyeurope.com/rohs)

In Japan: [www.brady.co.jp/products/labelsuse/rohs](http://www.brady.co.jp/products/labelsuse/rohs)

All other regions: [www.bradyid.com/weee-rohs](http://www.bradyid.com/weee-rohs)

### **Shelf Life**

Shelf life is two years from the date of receipt for this product as long as this product is stored in its original packaging in an environment below 80° F (27° C) and 60% RH. It remains the responsibility of the user to assess the risk of using this product. We encourage customers to develop testing protocols that will qualify a product's fitness for use in their actual application.

**Note:** All values shown are averages and should not be used for specification purposes.

Test data and test results contained in this document are for general information only and shall not be relied upon by Brady customers for designs and specifications, or be relied on as meeting specified performance criteria. Customers desiring to develop specifications or performance criteria for specific product applications should contact Brady for further information.

Product compliance information is based upon information provided by suppliers of the raw materials used by Brady to manufacture this product or based on results of testing using recognized analytical methods performed by a third party, independent laboratory. As such, Brady makes no independent representation or warranties, express or implied, and assumes no liability in connection with the use of this information.

### **WARRANTY**

Brady products are sold with the understanding that the buyers will test them in actual use and determine for themselves their adaptability to their intended uses. Brady warrants to the buyers that its products are free from defects in material and workmanship, but limits its obligations under this warranty to replacement of the product shown to Brady's satisfaction to have been defective at the time Brady sold it. This warranty does not extend to any persons obtaining the product from the buyers. This warranty is in lieu of any other warranty, express or implied, including, but not limited to, any implied warranty of merchantability or fitness for a particular purpose, and any other obligations or liability on Brady's part. Under no circumstances will Brady be liable for any loss, damage, expense, or consequential damages of any kind arising in connection with the use, or inability to use, Brady's products.

Copyright 2019 Brady Worldwide, Inc. | All Rights Reserved  
Material may not be reproduced or distributed in any form without written permission