

3M

General Purpose Vinyl Tape

764

Technical Data

April, 2014

Product Description 3M™ General Purpose Vinyl Tape 764 can be used in non-critical applications such as color coding, bundling and safety marking, etc.

Product Construction	Backing	Adhesive	Color	Standard Roll Length
	Polyvinyl chloride	Rubber	Yellow, white, red, black, blue, transparent, green, orange, purple, gray, brown	Yellow, red and white: 1", 2", 3", 50" x 36 yds. (25 mm, 50 mm, 75 mm, 1250 mm* x 33 m) All other colors: 1", 2", 50" x 36 yds. (25 mm, 50 mm, 1250 mm* x 33 m)

*Log rolls are untrimmed, approximately 49" usable material.

Typical Physical Properties **Note: The following technical information and data should be considered representative or typical only and should not be used for specification purposes.**

ASTM Test Method		
Adhesion to Steel:	18 oz./in. width (21 N/100 mm)	D-3330
Tensile Strength at Break:	13 lbs./in. width (228 N/100 mm)	D-3759
Elongation at Break:	180%	D-3759
Total Tape Thickness:	5.0 mils (0.125 mm) nominal	D-3652
Temperature Use Range:	60° to 85°F (16° to 29°C)	

Features

- While vinyl tapes resist most common solvents, care should be taken to avoid ketones, chlorinated hydrocarbons and esters found in lacquers, thinners, degreasers, paint strippers, etc., which may cause the backing to swell or curl.
- Pigmented vinyl backing to conform to many irregular surfaces.
- Rubber adhesive for good instant adhesion.

Application Techniques

- Best results are attained when applied to a clean, dry surface at temperatures between 60° to 80°F (16° to 27°C).

3M™ General Purpose Vinyl Tape

764

Application Ideas

- General purpose holding and color coding.
- Temporary marking of parts or machines.
- Protect parts, equipment or products from abrasion.

Storage

Store under normal conditions of 60° to 80°F (16° to 27°C) and 40 to 60% R.H. in the original carton.

Shelf Life

To obtain best performance, use this product within 18 months from date of manufacture.

Technical Information

The technical information, recommendations and other statements contained in this document are based upon tests or experience that 3M believes are reliable, but the accuracy or completeness of such information is not guaranteed.

Product Use

Many factors beyond 3M's control and uniquely within user's knowledge and control can affect the use and performance of a 3M product in a particular application. Given the variety of factors that can affect the use and performance of a 3M product, user is solely responsible for evaluating the 3M product and determining whether it is fit for a particular purpose and suitable for user's method of application.

Warranty, Limited Remedy, and Disclaimer

Unless an additional warranty is specifically stated on the applicable 3M product packaging or product literature, 3M warrants that each 3M product meets the applicable 3M product specification at the time 3M ships the product. 3M MAKES NO OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR ANY IMPLIED WARRANTY OR CONDITION ARISING OUT OF A COURSE OF DEALING, CUSTOM OR USAGE OF TRADE.

If the 3M product does not conform to this warranty, then the sole and exclusive remedy is, at 3M's option, replacement of the 3M product or refund of the purchase price.

Limitation of Liability

Except where prohibited by law, 3M will not be liable for any loss or damage arising from the 3M product, whether direct, indirect, special, incidental or consequential, regardless of the legal theory asserted, including warranty, contract, negligence or strict liability.

3M Industrial Adhesives and Tapes Division

3M Center, Building 225-3S-06
St. Paul, MN 55144-1000
800-362-3550 • 877-369-2923 (Fax)
www.3M.com/industrial



Recycled Paper
40% pre-consumer
10% post-consumer

3M is a trademark of 3M Company.
Printed in U.S.A.
©3M 2014 (4/14)