

Technical Data Sheet

3M™ General Purpose Vinyl Tape 764

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 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.

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

Property	Values	Additional Information
Backing	Polyvinyl Chloride	
Adhesive Type	Rubber	
Color	Yellow, white, red, black, blue, transparent, green, orange, purple, gray, brown	
Total Tape Thickness (mil)	5 mil	View ^
Test Method: ASTM D3652		
Total Tape Thickness (mm)	0.125 mm	View ^
Test Method: ASTM D3652		

Typical Performance Characteristics

Property	Values	Additional Information
Tensile Strength	22.8 N/cm	

View 

Test Method: ASTM D3759

180° Peel Adhesion	2.1 N/cm	View 
Test Method: ASTM D3330		
Notes: 12 in/min (300 mm/min)		
180° Peel Adhesion	18 oz/in	View 

Test Method: ASTM D3330

Notes: 12 in/min (300 mm/min)

Tensile Strength	208 oz/in	View 
Test Method: ASTM D3759		
Elongation at Break (%)	180 %	View 

Test Method: ASTM D3759

Long Term Temp C	29 °C	View 
Test Condition: Long Term (day, weeks)		
Minimum Long Term Temperature Resistance	16 °C	View 

Test Condition: Long Term (day, weeks)

Long Term Temp F	85 °F	View 
Test Condition: Long Term (day, weeks)		
Minimum Long Term Temperature Resistance	60 °F	View 

Test Condition: Long Term (day, weeks)

Storage and Shelf Life

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

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

Bottom Matter

3M

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Trademarks

3M is a trademark of 3M Company.

Handling/Application Information

Application Examples

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

Application Techniques

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

References

Property	Values
3m.com Product Page	https://www.3m.com/3M/en_US/p/d/b40071910/
Safety Data Sheet SDS	https://www.3m.com/3M/en_US/company-us/SDS-search/results/?gsaAction=msdsSRA&msdsLocale=en_US&co=ptn&q=764

Family Group

Link Tags:

- 764

Products	Adhesive Type	Color	Total Tape Thickness (mm)	Long Term Temp F
764	Rubber	Yellow, white, red, black, blue, transparent, green, orange, purple, gray, brown	0.125 mm	85 °F

Information

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