

April, 2014

# 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.



# 3M™ General Purpose Vinyl Tape 764

## 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		Method
Color	Yellow, white, red, black, blue, transparent, green, orange, purple, gray, brown		
Total Tape Thickness	0.125 mm	5 mil	ASTM D3652
Backing	Polyvinyl Chloride		
Adhesive	Rubber		

## Typical Performance Characteristics

Property	Values		Method	Dwell/Cure Time	Substrate	Notes
180° Peel Adhesion	2.1 N/cm	18 oz/in	ASTM D3330	Initial	Stainless Steel	12 in/min (300 mm/min)
Tensile Strength	22.8 N/cm	208 oz/in	ASTM D3759			
Elongation at Break	180 %		ASTM D3759			
Temperature Use Range	-16 to 29 °C	60 to 85 °F				

# 3M™ General Purpose Vinyl Tape 764

## Handling/Application Information

### Application Ideas

- 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).

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

#### Conditions

- Temp F: Temp F
- Environmental Condition: Environmental Condition
- Test Condition: Test Condition
- Width: Width
- Substrate: Substrate
- Substrate Notes: Substrate Notes
- Surface Preparation: Surface Preparation

#### Methods

- ASTM Name

### Trademarks

3M is a trademark of 3M Company.

### References

Property	Values	Method
3m.com Product Page	<a href="https://www.3m.com/3M/en_US/company/us/all-3m-products/~//3M-General-Purpose-Vinyl-Tape-764?N=5002385+3293241864&amp;rt=rudmil">https://www.3m.com/3M/en_US/company/us/all-3m-products/~//3M-General-Purpose-Vinyl-Tape-764?N=5002385+3293241864&amp;rt=rudmil</a>	ASTM D3652

Table continued on next page

3M™ General Purpose Vinyl Tape 764

References (continued)

Property	Values	Method
Safety Data Sheet (SDS)	<a href="https://www.3m.com/3M/en_US/company/us/SDS-search/results/?gsaAction=msdsSRA&amp;msdsLocale=en_US&amp;co=ptn&amp;q=764">https://www.3m.com/3M/en_US/company/us/SDS-search/results/?gsaAction=msdsSRA&amp;msdsLocale=en_US&amp;co=ptn&amp;q=764</a> in	ASTM D3652 Poly

# 3M™ General Purpose Vinyl Tape 764

## Information

**Technical Information:** The technical information, guidance, and other statements contained in this document or otherwise provided by 3M are based upon records, tests, or experience that 3M believes to be reliable, but the accuracy, completeness, and representative nature of such information is not guaranteed. Such information is intended for people with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. No license under any 3M or third party intellectual property rights is granted or implied with this information.

**Product Selection and 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. As a result, customer is solely responsible for evaluating the product and determining whether it is appropriate and suitable for customer's application, including conducting a workplace hazard assessment and reviewing all applicable regulations and standards (e.g., OSHA, ANSI, etc.). Failure to properly evaluate, select, and use a 3M product and appropriate safety products, or to meet all applicable safety regulations, may result in injury, sickness, death, and/or harm to property.

**Warranty, Limited Remedy, and Disclaimer:** Unless a different warranty is specifically stated on the applicable 3M product packaging or product literature (in which case such warranty governs), 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, FITNESS FOR A PARTICULAR PURPOSE, OR ARISING OUT OF A COURSE OF DEALING, CUSTOM, OR USAGE OF TRADE. If a 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 for the limited remedy stated above, and except to the extent prohibited by law, 3M will not be liable for any loss or damage arising from or related to the 3M product, whether direct, indirect, special, incidental, or consequential (including, but not limited to, lost profits or business opportunity), regardless of the legal or equitable theory asserted, including, but not limited to, warranty, contract, negligence, or strict liability.

# 3M™ General Purpose Vinyl Tape 764



3M United States  
3M Center  
St. Paul, MN 55144-1000  
800-362-3550  
[www.3M.com](http://www.3M.com)

Please recycle.  
© 3M 2021. All Rights Reserved.

The brands listed above are trademarks of 3M