CLAIMS

1. A double-sided pressure-sensitive-adhesive-layer-attached polarizing film, comprising a polarizing film nearest to a viewer-side of an image display device among at least one polarizing film used in the device, a pressure-sensitive adhesive layer A located on the viewer-side of the polarizing film, and a pressure-sensitive adhesive layer B on a side of the polarizing film that is opposite to the pressure-sensitive adhesive layer A, the pressure-sensitive adhesive layer A being equipped with a separator SA and the pressure-sensitive adhesive layer B being equipped with a separator SB;

wherein the polarizing film is a single-side protected polarizing film having a polarizer of 15 μm or less thickness and having a transparent protective film on only a single side of the polarizer, and the pressure-sensitive adhesive layer B is located on the transparent protective film side of the single-side protected polarizing film;

the pressure-sensitive adhesive layer A has a thickness of 25 μm or more;

the pressure-sensitive adhesive layer B has a thickness of 25 μm or less;

wherein the separator SA is higher in peel strength than the separator SB,

the separator SA has a thickness of 40 μm or more, and further has a separator peel strength of 0.1 N/50-mm or more.

2. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to claim 1, wherein the pressure-sensitive adhesive layer A is bonded directly to the polarizer of the single-side protected

polarizing film.

3. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to claim 1, wherein the pressure-sensitive adhesive layer A is bonded to the polarizer of the single-side protected polarizing film to interpose a functional layer of 15 μm or less thickness between the layer A and the polarizer.

4. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 3, wherein the pressure-sensitive adhesive layer A has a storage modulus of 0.05 MPa or more at 23°C.

5. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 4, wherein the edge of the pressure-sensitive adhesive layer A is at least partially positioned inside an end side of the plane of the single-side protected polarizing film.

6. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 5, wherein a surface of the single-side protected polarizing film, over this surface the pressure-sensitive adhesive layer A being laminated, is subjected to easy facilitating treatment.

7. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 6, wherein the pressure-sensitive adhesive layer A and the pressure-sensitive adhesive layer B each

is obtained from an acrylic pressure-sensitive adhesive comprising, as a base polymer, a (meth)acryl-based polymer containing, as a monomer unit, an alkyl (meth)acrylate;

the (meth)acryl-based polymer of the pressure-sensitive adhesive layer A comprises, as the monomer unit, 30 % by weight or more of 2-ethylhexyl acrylate; and

the (meth)acryl-based polymer of the pressure-sensitive adhesive layer B comprises, as the monomer unit, butyl acrylate in a most proportion.

8. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 7, wherein the pressure-sensitive adhesive layer A and the pressure-sensitive adhesive layer B each is obtained from an acrylic pressure-sensitive adhesive comprising, as a base polymer, a (meth)acryl-based polymer containing an alkyl (meth)acrylate as a monomer unit; and

at least one of the (meth) acryl-based polymer of the pressure-sensitive adhesive layer A, and the (meth) acryl-based polymer of the pressure-sensitive adhesive layer B comprises, as a monomer unit, at least one of (meth)acrylic acid and a cyclic nitrogen-containing monomer.

9. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 8, wherein the pressure-sensitive adhesive layer A is a layer irradiated with an active energy ray to be increased in storage modulus.

10. The double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 9, wherein the pressure-sensitive

adhesive layer A comprises an ultraviolet absorbent.

11. An image display device, comprising at least one double-sided pressure-sensitive-adhesive-layer-attached polarizing films;

wherein the double-sided pressure-sensitive-adhesive-layer-attached polarizing film nearest to a viewer-side of an image display device among at least one polarizing film used in the device, is the double-sided pressure-sensitive-adhesive-layer-attached polarizing film according to any one of claims 1 to 10; and

the pressure-sensitive adhesive layer A of the double-sided pressure-sensitive-adhesive-layer-attached polarizing film is positioned at the viewer-side, and the pressure-sensitive adhesive layer B of the double-sided pressure-sensitive-adhesive-layer-attached polarizing film is positioned at a display section side of the device.

12. The image display device according to claim 11, which is applied to an in-cell or on-cell touch-sensor built-in liquid crystal display device.