

Avery[®] IC MPI 2923/ 2903 Easy Apply

Permanent / Easy Apply / StaFlat

Revision: 3 Dated: 05/22/2013

Uses:

Avery IC MPI 2923 & 2903 Easy Apply (also known as EZ) Series are calendered vinyl films which offer exceptional value for applications requiring a mid-term durable product combined with an opaque, permanent adhesive. IC MPI 2923 and 2903 Easy Apply Series films are well suited for applications such as Point-of-Purchase, Product Identification Labels, Medium Term OEM Decals as well as Outdoor and General Signage.



Face: calendered
2903 - 3.0 mil (75 µm)
2923 - 3.4 mil (86 µm)



Adhesive: Permanent Gray Acrylic



Liner: 90# StaFlat



Durability: Up to 5 years (unprinted)

Application Surfaces:

Flat, simple curves (restricted to non-spill areas)

Features:

- Gray adhesive provides opacity to covers whatever is underneath
- MPI2903 Gloss Easy Apply gloss finish
- MPI2923 Matte Easy Apply , matte finish
- Good durability and outdoor performance for short to mid-term applications
- Great image clarity and color pop
- ICC profiles available on Avery website (www.iccprofiles.averygraphics.com)

Conversion:

- Thermal Die-Cutting
- Flat Bed Sign-Cut
- Drum Roller Sign-Cut
- Steel Rule Die-Cutting

- Thermal Transfer
- Screen Printing
- Cold Overlaminating
- Water based inkjet

- Solvent based inkjet
- Mild/Eco Solvent inkjet
- UV inkjet
- Latex Inkjet*

Common Applications:

- Fleet
- Vehicle
- Marine/ Watercraft

- Backlit Signs
- Wall Murals
- POP/ Tradeshow

- Window Graphics
- Outdoor Signage
- Floor Graphics

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Physical Characteristics:

Property		Value
Caliper, face		2903 - 3.0 mil (75 µm) 2923 - 3.4 mil (86 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability	unprinted	<0.025" (0.588 mm)
		Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Gloss	Hunter Gloss @ 60	2903 - 90 2923 - 15
Adhesion: 15 min.		4.0 lbs/in (700 N/m)
Flammability		Self Extinguishing
Shelf-Life		1 year
Durability	Vertical Exposure unprinted/printed*	2903 - up to 5 years 2923 - up to 5/4 years
Min. Application Temperature		50° F (10° C)
Service Temperature		-40° - 180°F(-40° - 82°C) (Reasonable range of temperatures which would be expected under normal environmental conditions).
Chemical resistance		Resistant to most mild acids, alkalis, and salt solutions.

* With appropriate laminate, see Digital Media Selector for further information

Important:

Information on physical and chemical characteristics are based on tests believed to be reliable. The values are intended only as a source of information. This information is given without guaranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of any material for their specific purpose. (Data represents average values where applicable, and is not intended for specification purposes)

Warranty:

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Product Data Sheet

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AnswerLine: 800-231-4654
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Dimensional stability:

Is measured on a 6" x 6" (150 x 150 mm) aluminum panel to which a specimen has been applied; 72 hours after application the panel is scored in a cross pattern, exposed for 48 hours to 150°F (65°C), after which the shrinkage is measured.

Adhesion:

(FTM-1, FINAT) is measured by peeling a specimen at a 180° angle from a stainless steel panel, 24 hours after the specimen has been applied under standardized conditions. Initial adhesion is measured 15 minutes after application of the specimen.

Flammability:

A specimen applied to aluminum is subjected to the flame of a gas burner for 15 seconds. The film should stop burning within 15 seconds after removal from the flame.

Temperature range:

A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 hour after exposure the specimen is examined for any deterioration. Note: Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids, dyes, etc. may eventually cause deterioration.

Chemical Resistance:

All chemical tests are conducted with test panels to which a specimen has been applied. 72 hours after application the panels are immersed in the test fluid for the given test period. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

Revisions are italicized

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