

Avery Dennison® MPI 2004 Easy Apply™

Gloss White Calendered film with Easy Apply™ Technology

Features

- Easy Apply™ adhesive system with air egress channels to easily eliminate bubble and wrinkle during application
- Staflat liner provides easy converting properties
- Good outdoor durability and performance
- Good conformability to flat and simple curved surfaces
- Very good dimensional stability during use
- Excellent removability after the completion of the period of use.
- Excellent adhesion to most popular substrates

Description



Film: 80 micron gloss polymeric calendered vinyl



Adhesive: Grey permanent acrylic with Easy Apply™



Backing: Two side PE coated Staflat paper, 140g/m²



Outdoor life: Up to 5 years (unprinted)

Application surface: Flat, simple curves, gentle corrugations

Conversion⁺

- | | |
|---|---|
| <input type="checkbox"/> Flat bed cutters | <input type="checkbox"/> Cold overlaminating |
| <input type="checkbox"/> Friction fed cutters | <input type="checkbox"/> Electrostatic printing |
| <input type="checkbox"/> Die cutting | <input checked="" type="checkbox"/> Latex inkjet |
| <input type="checkbox"/> Thermal transfer | <input checked="" type="checkbox"/> Eco solvent inkjet |
| <input type="checkbox"/> Screen printing | <input checked="" type="checkbox"/> Solvent inkjet |
| <input type="checkbox"/> Offset printing | <input checked="" type="checkbox"/> UV curable inkjet |

⁺Always test with your combination of printer and inks prior to commercial use.

Uses

Avery Dennison MPI 2004 Easy Apply™ is a high quality high performance grade vinyl film designed for use in a wide range of architectural, transportation and general signage applications where excellent durability and slight conformability are required.

Common Applications

- Flat sided trucks
- Cars and vans
- Trains, light rail & buses
- Corporate identity graphics & logos
- Exterior and interior signs

Physical characteristics

General

| | | |
|--------------------------------|---------------------------------|---|
| Calliper, face film | ISO 534 | 80 micron |
| Calliper, face film & adhesive | ISO 534 | 120 micron |
| Dimensional stability | DIN 30646 | 0.3 mm max |
| Adhesion, initial | FINAT FTM-1, stainless steel | 450 N/m |
| Adhesion, ultimate | FINAT FTM-1, stainless steel | 600 N/m |
| Flammability | | Self extinguishing |
| Shelf life | Stored at 22° C/50-55 % RH | 2 years |
| Accelerated ageing | DIN 53387 100 hours exposure | No negative impact on film performance |
| Durability ** | Vertical exposure ^ | Up to 5 years unprinted |

^ See ICS Performance Guarantee Durability Bulletin for your specific printer and ink combination for further information

Thermal

| | |
|-------------------------|------------------|
| Application temperature | Minimum: + 10°C |
| Temperature range | - 40°C to + 80°C |

Chemical

Resistant to most petroleum based oils, greases and aliphatic solvents

Resistant to most mild acids, alkalies and salts

Note:

Materials have to be properly dried and cured before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

Test Methods

Dimensional stability:

Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°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 or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

Flammability:

A specimen applied to aluminium 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.

Important

Information on physical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of any material for their specific use.

All technical data is subject to change without prior notice.

Warranty

Avery Dennison® materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give guarantee, warranty, or make any representation contrary to the foregoing.

All Avery Dennison® materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

**Durability

Durability is based on exposure conditions in the normal middle European and central North American regions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing north in the southern hemisphere or south in the northern hemisphere; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased. Please refer to Avery Dennison Instructional Bulletin 1.3 for definitions and reductions based on the 'Zone System'.

*Compatible with most media and ink combinations. Test prior to use.



Graphics
Solutions

Avery Dennison Graphics Solutions Asia Pacific

www.graphicsap.averydennison.com