

## PRODUCT DATA SHEET

# Avery Dennison® MPI™ 1950 Cast series

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### Introduction

Avery Dennison MPI 1950 cast films are gloss white, highly conformable self-adhesive vinyls. The films are recommended for applications on rivets and corrugations without the need for incisions. In addition, MPI 1950 Cast films are available with Easy Apply™ Technology. Entrapped air can easily be rubbed out without the need to puncture the film.

### Description

|               |                                    |  |
|---------------|------------------------------------|--|
| Film          | : 50 micron gloss white cast vinyl |  |
| Adhesive      | : MPI 1950<br>MPI 1950 EA          | Permanent, grey, acrylic based<br>Permanent, grey, acrylic based |
| Backing paper | : MPI 1950<br>MPI 1950 EA          | Staflat liner<br>Easy Apply Staflat liner                        |

### Conversion

Avery Dennison MPI 1950 cast films deliver an outstanding price performance ratio as a choice for a wide range of graphics applications. These multi-purpose vinyls are recommended for use on various super wide format inkjet printers using solvent-, eco/mild solvent-, UV curable and Latex ink.

To enhance colour and to protect images against UV radiation and abrasion, Avery Dennison MPI 1950 cast films are recommended to be protected using an overlamine or varnish. If the final graphic is used on corrugated vehicles or substrates, Avery Dennison DOL 1460 Gloss or Avery Dennison DOL 1480 Matt conformable laminates are recommended.

For recommended combinations of DOL films and media, please refer to "Technical Bulletin 5.3. Recommended combinations of Avery Dennison® Overlaminates and Avery Dennison® Digital Print Media". For information on how to apply Avery Dennison MPI Cast Films, please refer to "Technical Bulletin 5.9. Application methods for Avery Dennison Cast Films".

Do NOT use wet application methods for Avery Dennison Easy Apply products.

### Uses

- Vehicle graphics such as car wraps.
- Interior & exterior signs.
- Window decoration.
- All permanent applications requiring high conformability.

### Features

- Excellent conformability\* for demanding 3D applications
- Stunning print performance across various wide format inkjet printers
- High gloss or matt finishes\*
- Faster and easier installation, including Easy Apply technology (MPI 1950 EA)
- Long outdoor durability up to 7 years\* unprinted
- ICS Performance Guarantee

\* when used in combination with DOL 1400 cast overlaminates



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## PRODUCT CHARACTERISTICS

## Avery Dennison® MPI™ 1950 Cast series

### Physical properties

| Features                     |          | Test method <sup>1</sup>     | Results            |
|------------------------------|----------|------------------------------|--------------------|
| Caliper, facefilm            |          | ISO 534                      | 50 micron          |
| Caliper, facefilm + adhesive |          | ISO 534                      | 80 micron          |
| Elongation                   |          | DIN 53455                    | > 100 %            |
| Dimensional stability        |          | FINAT FTM 14                 | 0.3 mm max.        |
| MPI 1950                     | initial  | FINAT FTM-1, stainless steel | 450 N/m            |
|                              | ultimate | FINAT FTM-1, stainless steel | 600 N/m            |
| MPI 1950 EA                  | initial  | FINAT FTM-1, stainless steel | 300 N/m            |
|                              | ultimate | FINAT FTM-1, stainless steel | 400 N/m            |
| Flammability                 |          |                              | Self-extinguishing |
| Shelf life                   |          | Stored at 22° C/50-55 % RH   | 1 year             |
| Durability, unprinted        |          | Vertical exposure            | 7 years            |

### Temperature range

#### Features

Minimum application temperature:  
Service temperature:

#### Results

≥10 °C  
- 40 °C to + 80 °C

**NOTE:** Materials have to be properly dried before further processing, like laminating, varnishing or application. The residual solvents can otherwise change the products' specific features

For good print and converting result we recommend to let the rolls acclimatize in the print/lamination room at least 24 before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.

Generally, constant material storage conditions of ideally 20 °C (+/- 2 °C) /50% rh (+/- 5%), without too big climate deviations, will support a more robust and stable printing/converting process. For further details, please refer to TB 1.11.

#### Important

Information on physical and chemical 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 this material to their specific use. All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

#### Warranty

Avery Dennison® branded 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 any guarantee, warranty, or make any representation contrary to the foregoing.

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

#### 1) Test methods

More information about our test methods can be found on our website.

#### 2) Durability

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.



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