

Avery® MPI™ 2004 Easy Apply

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Introduction

Avery **Multi Purpose Inkjet** vinyl 2004 Easy Apply is a high quality calendered film designed for use in fleet marking and corporate identification applications providing enhanced ease-of-use during application. Entrapped air can easily be rubbed out without the need to punch the vinyl film. The easy-to-apply feature offers the benefits of faster application of decals and graphics. Avery MPI 2004 Easy Apply is recommended for use on flat or slightly curved surfaces.

It is suitable for use on a variety of super wide format inkjet printers using solvent inks.

Description

Film : 80 micron glossy calendered vinyl
Adhesive : permanent, grey, low tack, repositionable, acrylic based
Backingpaper : Staflat liner

Conversion

Avery MPI 2004 Easy Apply is a multi-purpose vinyl, developed for use on various super wide format inkjet printers using solvent inks.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 2004 Easy Apply is recommended to be protected using an overlaminate or varnish.

For recommended combinations of DOL films and media, please refer to "[Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media](#)".

Do NOT use wet application methods for Avery Easy Apply products

Uses

- Excellent application characteristics: positionable adhesive that allows easy removal of entrapped air.
- Slow adhesion built up allows corrections during application.
- Time saving due to ease of application described above.
- High opacity to hide substrate colour differences.
- Excellent printability and handling on selected printers.
- Excellent dimensional stability during use.
- Excellent outdoor durability, humidity and saltspray resistance.
- Excellent removability after the completion of the period of use.

Features

- Large fleet graphics on flat or slightly curved surfaces.
- Corporate identity graphics and logos.
- Interior & exterior signs.
- Window decoration.
- Durable advertising, requiring clean removal after the intended period of use.

Physical properties

Features	Test method¹	Results
Caliper, facefilm	ISO 534	80 micron
Caliper, facefilm + adhesive	ISO 534	120 micron
Gloss	ISO 2813, 20°	50 %
Dimensional stability	FINAT FTM 14	0.3 mm max
Tensile strength	DIN 53455	28 N/mm ²
Elongation	DIN 53455	100 %
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
Durability, unprinted	Vertical exposure	5 years

Temperature range

Features	Results
Minimum application temperature:	≥ 10 °C
Service temperature:	- 45 °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.

Warranty

Avery® 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® 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.