

# Avery Dennison® HP MPI 2077 Luster Transparent

Ultra Removable StaFlat

(formerly: MPI 2021)

Revision: 4 Dated: 11/17/14

## Uses:

Avery Dennison MPI 2077 Luster Transparent is a unique construction ideal for changeable interior or exterior window graphics, including retail promotions, company identification, point-of-purchase displays, and doorway signs and decals. The ultra-removable adhesive is designed for easy and clean removability from glass.



**Face:** 4 mil (102 microns) matte



**Adhesive:** Ultra Removable Acrylic (clear)



**Liner:** 1.5 mil (38 microns) clear polyester



**Durability:** Up to 1 years (unprinted)

**Application Surfaces:**

Flat

## Features:

- Consistent printability
- Great image clarity and color pop
- Translucent, provides light transmission when applied over a light source
- Dimensionally stable liner for easy converting
- ICC profiles available on Avery website ([avery-us.color-base.com](http://avery-us.color-base.com))

## Conversion:

- Thermal Die-Cutting
- Flat Bed Sign-Cut
- Drum Roller Sign-Cut
- Solvent based inkjet
- Mild/Eco Solvent inkjet
- UV inkjet
- Steel Rule Die-Cutting
- Latex Inkjet
- Screen Printing

## Common Applications:

- Window Graphics

## Product Data Sheet

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Customer Service: 800-282-8379

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## Physical Characteristics:

Property		Value
Caliper, face		4 mil (102 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability		<0.065"(1.651 mm)  Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Gloss	Hunter Gloss @ 60	40-50
Adhesion:		
	Glass 24 hour	1 lb/in (25 N/m)
Flammability		Self Extinguishing
Shelf-Life		2 years from date of manufacture
Durability	Vertical Exposure	Up to 1 year
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.

Data represents average values where applicable, and is not intended for specification purposes.

### Warranty:

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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.

### Special Considerations:

Because of the unique properties and varieties of glass, special considerations must be considered for windows and graphic applications. Avery Dennison accepts no liability for glass breakage.

- Glass absorbs heat when exposed to sunlight. The degree of absorption across windows can vary because of shading, heating, and cooling ventilation, and insulation from window frames. These temperature differences across the window produce stress, which can cause glass breakage. The ability of glass to resist breakage because of temperature stress is affected by window size, glass thickness, glass treatments, quality, and design.
- Window cleaning methods also vary, from the type of cleaners used, to the washing methods employed. Specific chemicals used in window cleaners may affect the adhesion of pressure-sensitive graphics. Power washing methods may impact the adhesion of graphics, if the water pressure or temperature exceeds the graphic's adhesion capability. Power washing is not recommended for MPI 2077.

### Related Documents:

The following Avery Dennison literature will provide complete information to the user for proper application, storage, and other requirements and is available upon request from your Avery Dennison representative or from the Avery Dennison website ([www.graphics.averydennison.com](http://www.graphics.averydennison.com)).

Document Title	Reference Number
Substrate Cleaning and Preparation	Instructional Bulletin #1.10
Storage, Maintenance, and Cleaning of PVC Films	Instructional Bulletin #1.20
<i>Warranty of Avery Dennison Films</i>	<i>Instructional Bulletin #1.30</i>
Screen printing Ink Recommendations Cast, Reflective, Calendered and Specialty Products	Instructional Bulletin #3.00
Multi Purpose Ink Jet OEM Qualification Matrix, Durability Reference, & Troubleshooting Guide	Instructional Bulletin #5.80

Revisions are italicized

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