




Avery Dennison Digital Media Naming System

MPI	1005	Easy Apply RS™
		
TECHNOLOGY	NUMERIC HIERARCHY	DESCRIPTOR
MPI (Multi Purpose Ink Jet)	1000s Cast	Varies by product to capture most distinguishing features
Ink Jet Printable: Solvent - Eco-Solvent UV Curable Latex	2000s High Performance, Intermediate Calendered	
	3000s Promotional Calendered	
DOL (Digital overlaminate)	6000s Specialty	

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	First Digit	Second Digit	Third Digit	Fourth Digit
	Material	Function	Face Type	Adhesive Type
MPI	1 Supercast 2 High Performance & Intermediate Calendered 3 Promo Calendered 6 Specialties	0 Open 1 High Opacity 2 Reflective 5 Perforated 50/50 6 Wall Film 7 Perforated 65/35 8 Marine 9 Value	0 Gloss White 1 Luster White 2 Matte White 3 Open 4 Open 5 Matte Translucent 6 Gloss Translucent 7 Luster Translucent 8 Matte Transparent 9 Open	0 Clear Permanent 1 Clear Removable 2 Gray Removable 3 Gray Permanent 4 Open 5 Permanent Opaque Long-term Removable (LTR) 6 Super-tack 7 Ultra Removable 8 Black Permanent 9 Black Removable
DOL	1 Cast 2 High Performance & Intermediate Calendered 3 Promo Calendered 6 Specialties	0 Conformable 3 Ultra-conformable 4 Ultra-conformable 5 Optically Clear 9 Value	6 Gloss Translucent 7 Luster Translucent 8 Matte Transparent	0 Clear Permanent