

# SP 3523 Opaque Matt

## Revision 1

### Introduction

Avery Dennison SP 3523 Opaque Film is a matt white, self-adhesive polyolefin, with grey permanent adhesive for overposting needs, optimized for short-term promotional graphics.

It allows for more sustainable digital printing compared to standard vinyl options due to its nature of being PVC free and thus containing no chlorine, phthalates and other halogens, reducing the emissions of volatile organic components (VOC's). The product is also featuring a solvent-free adhesive.

### Conversion

SP 3523 Opaque Film is suitable for UV-curing and latex inks. To achieve the best possible print quality, please make sure the correct ICC Profile and printer settings are used. To ensure sufficient tension and enhance lay flatness during printing, please make use of the printers take-up reel in addition to the edge holders.



#### Face Film

90 micron matt white polyolefin film



#### Backing

Clay coated kraft paper, 125 g/m<sup>2</sup>



#### Shelf Life

2 years



#### Adhesive

Permanent, grey, acrylic based solvent-free adhesive



#### Durability

3 years (vertical, unprinted)

### Features

- PVC-free face film and solvent-free adhesive
- Attractive white appearance
- Excellent printability and handling on selected printers
- Easy cutting and application on a wide variety of substrates
- Good opacity by using grey adhesive system, improving overposting possibilities

### Recommendations

- Interior & exterior signs
- Temporary promotional and point of sale advertising and all applications to flat or regular surfaces where additional opacity may be required

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..

3) Prolonged immersion in gasoline and similar fluids is not recommended.

## Physical Characteristics

Product	Test method <sup>1</sup>	Results
Caliper, facefilm (micron)	ISO 534	90
Caliper, facefilm + adhesive (micron)	ISO 534	116
Fire Classification	EN13501-1	B-s1, d0
Dimensional stability (mm max)	FINAT FTM 14	0.4
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability <sup>2</sup> (years)	Vertical exposure	3
<b>Adhesive</b>		
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	240
Adhesion, after 24 hours (N/m)	FINAT FTM-1, stainless steel	350
<b>Temperature Range</b>		
Application temperature (Minimum°C)		10
Service temperature (°C to +°C)		-40 to +80
<b>Chemical Properties<sup>3</sup></b>		
Chemical resistance	Mild acids	No effect
Solvent resistance	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect exposed to: <ul style="list-style-type: none"> <li>• Oils</li> <li>• greases,</li> <li>• aliphatic solvents,</li> <li>• motor oils,</li> <li>• heptane,</li> <li>• kerosene</li> <li>• JP-4 fuel</li> </ul>

## Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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.

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