

SP 1504 Easy Apply RS™

Revision 0

Introduction

The Avery Dennison® SP 1504 Easy Apply RS™ is a gloss white, premium quality self-adhesive PU blend. The film is conformable, opaque, and offers excellent durability. Combined with DOL 6460 High Gloss overlaminate, it is a wrapping film recommended for challenging applications such as fleet vehicles with compound curves and corrugations. In addition, SP 1504 features the Easy Apply RS™ technology with an air-egress feature, and in combination with a low initial tack, it allows for easy repositioning and slidability for exact repositioning. Having a face film based on PU blended material, it offers a PVC-free alternative to traditional vinyl films, containing no chlorine, phthalates and other halogens, reducing emissions of volatile organic compounds (VOCs).

Common Applications

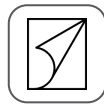
- Full or partial vehicle wrapping
- Large fleet graphics
- Interior & exterior signs
- Durable advertising



Face Film
60 micron gloss white PU blend



Adhesive
Permanent, grey acrylic with Easy Apply RS™



Backing
Two side PE coated StaFlat™ paper, 155g/m²



Outdoor Life**
10 years (unprinted, vertical exposure)

Features

- PU blended face film, offering a PVC-free alternative to traditional vinyl films
- Good 3D conformability for demanding vehicle and fleet wrapping projects
- Easy installation due to great repositionability and slidability for exact repositioning.
- Stunning and consistent image quality on a variety of printers using solvent, eco-solvent, UV or latex inks
- Long outdoor durability, up to 10 years unprinted
- HP Latex Certified
- Permanent adhesive provides long term durability
- ICS Performance Guarantee Warranty for horizontal applications
- Excellent dimensional stability
- Easy and clean removability with heat for up to 1 year

Conversion

- Flatbed cutters
- Friction fed cutters
- Die cutting
- Thermal transfer
- Screen printing
- Offset printing
- Cold overlaminate
- Electrostatic printing
- Eco solvent inkjet
- Solvent inkjet
- UV curable inkjet
- Latex inkjet

Certified for
HP Latex Inks

Application:

- SP 1504 Easy Apply RS™ is a premium product, delivering excellent durability for a wide range of graphics applications. The film is suitable for use on a variety of super-wide format inkjet printers using solvent, eco solvent, UV or latex inks.
- To enhance colour and to protect images against UV radiation and abrasion, it is recommended to protect Avery Dennison SP 1504 Easy Apply RS™ using an overlamine - Avery Dennison DOL 6460 High Gloss conformable overlamine. Please refer to "Avery Dennison Instructional Bulletin 4.06 - Processing Tips for Laminating Films (DOL).
- For detailed information on conversion, application and maintenance, please refer to "Avery Dennison Instructional Bulletin 1.18 - Conversion and Application of SP 1504 Easy Apply RS™ for Vehicle Wrapping".

General

Calliper, face film	ISO 534	60 micron
Calliper, face film & adhesive	ISO 534	90 micron
Opacity		> 99%
Dimensional stability	FINAT FTM 14	0.4 mm max
Elongation	ISO-527-3	> 150 %
Adhesion, 15 mins	FINAT FTM-1, Stainless steel	160 N/m
Adhesion, 24 hrs	FINAT FTM-1, Stainless steel	400 N/m
Fire Classification	EN13501-1	B-s1,d0
Shelf life	Stored at 22° C/50-55% RH	2 years
Expected Durability**	Vertical exposure	10 years

Thermal

Application temperature range	+ 16°C to 25°C
Temperature range	-40°C to +80°C

Chemical

Chemical resistance	Mild acids	No effect
---------------------	------------	-----------

Note

Materials have to be properly dried and cured before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

Important

Information on physical 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 any material for their specific use.

All technical data is subject to change without prior notice.

**Expected Durability

The expected durability of Avery Dennison films are defined as the expected performance life of the Avery Dennison graphic film(s) within Zone 1 of the Avery Dennison zone system, in outdoor vertical exposure conditions. The actual performance life will depend on a variety of factors, including selection and preparation of substrate, angle and direction of exposure, application methods, environmental conditions and cleaning/maintenance of the films. In case of films used in areas of high temperatures or humidity, high altitudes and industrially polluted areas the performance will be further reduced.

Warranty

Avery Dennison® 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 guarantee, warranty, or make any representation contrary to the foregoing. All Avery Dennison® materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

^^ Removability

Can be removed with heat & chemicals

Not removable when applied to nitrocellulose paints, fresh screen print inks, ABS, polystyrene & certain types of PVC.

Expected Durability and Warranted Period Definitions

Expected durability is the expected period of time defined in the product data sheet, the product should, but is not warranted to, perform satisfactorily when applied in vertical exposure conditions as defined in Instructional Bulletin 1.30. The warranted period as defined in the appropriate ICS Performance Guarantee Bulletin, is the maximum period of time Avery Dennison will warrant the finished products performance in accordance with ICS Performance Guarantee Terms and Conditions 1.0, provided that the film is properly stored, converted and installed in accordance with Avery Dennison guidelines.

Important Note

Where deep recesses and corrugations have a high level of stretch or have three or more consecutive recesses, this can result in the reduction of functional adhesion with the potential of lifting from the recesses. The use of higher heat and higher application glove pressure during installation into these recesses can assist to overcome this, but can't be assured.

Testing Methods

Dimensional stability:

Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°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 or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

Flammability:

A specimen applied to aluminium 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.

Corrosion Resistance:

A specimen applied to aluminium is exposed to saline mist (5% salt) at 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.



Avery Dennison warrants that its Products meet its specifications. Avery Dennison gives no other express or implied guarantees or warranties with respect to the Products, including but not limited to, any implied warranties of merchantability, fitness for any particular use and/or non infringement. All Avery Dennison products are sold with the understanding that the purchaser has independently determined the suitability of such products for its purposes. The period of warranty is one (1) year from the date of shipment unless expressly provided otherwise in the product data sheet. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <https://graphicsap.averydennison.com/terms>. Avery Dennison's aggregate liability to Purchaser, whether for negligence, breach of contract, misrepresentation or otherwise, shall in no circumstances exceed the price of the defective, non-conforming, damaged or undelivered Products which give rise to such liability as determined by net price invoices to Purchaser in respect of any occurrence or series of occurrences. In no circumstances shall Avery Dennison be liable to Purchaser for any indirect, incidental or consequential loss, damage or injury, including without limitation, loss of anticipated profits, goodwill, reputation, or losses or expenses resulting from third party claims. © 2024 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.