

# Avery Dennison<sup>®</sup> MPI 5344

Translucent Matt White Top Coated Woven Polyester Fabric

## Features:

- 135gsm Woven Fabric
- Smooth fabric finish for a premium look
- Quick and easy to install
- Lighter in weight making it economical to transport
- PVC free fabric banners- a sustainable and environment-friendly solution
- Silicone edge / backlit frame compatible
- Optimized for backlit frame systems including LED's.
- Outstanding colour consistency
- Excellent image sharpness when printed
- Stable dimensional stretch
- Wrinkle resistant reducing creasing effect from soft folding & shipping

## Conversion

- |                        |                          |
|------------------------|--------------------------|
| ○ Flatbed cutters      | ○ Cold lamination        |
| ○ Friction fed cutters | ○ Electrostatic printing |
| ○ Die cutting          | ○ Solvent inkjet         |
| ○ Thermal transfer     | ✓ Eco solvent inkjet     |
| ○ Screen printing      | ✓ Latex inkjet           |
| ○ Offset printing      | ✓ Uv curable inkjet      |

## Uses

Avery Dennison MPI 5344 top coated woven polyester fabric banner with matt white finish designed for use in a wide range of backlit indoor glow sign boxes for promotional advertising / branding.

## Description:



**Material:** 100% Polyester

**Weave :** Woven Fabric



**Colour :** White Matt



**Weight :** 135gsm ± 5gsm



**Structure:** 75D x 150D



**Durability**

Indoor : 1 Yr.

Unprinted Vertical Exposure

## Common Applications:

- Indoor banners for advertising
- Stage / exhibition backdrops
- Popup displays
- Airport & retail store advertising
- Tradeshow displays
- Directional & way-findings
- Backlit frame systems

## General

<b>Basis Weight</b>	ISO 534	135gsm
<b>Colour</b>		White
<b>Yarn</b>	ASTM D1907	75 x 150 Denier
<b>Light Transmittance</b>	ISO 5-2	38%
<b>Shelf life</b>	Stored at 22° C/50% RH	1 Year

**Expected Durability\*\*** Vertical exposure<sup>^</sup> Indoor : 1 Yr.  
 (unprinted)

<sup>^</sup> See n for your specific printer and ink combination for further information

## Thermal

<b>Application temperature</b>	+ 10°C
<b>Temperature range</b>	10°C to +60°C

## 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.

## 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.

### 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.

### 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.

### \*\*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 unless of the Avery Dennison zone system unless specified, 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.

### 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.

+Compatible with most printer and ink combinations. Test prior to use.

### 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.

