

Avery Dennison
Graphics Solutions
Product Overview

Asia Pacific - ANZ
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New MPI 2904 Easy Apply™

Versatile, high-quality
digital print film with new
and improved overlaminates



Sharpen your output
with the new MPI 2904
Easy Apply™

MPI 2904 Easy Apply™ is a smooth glossy, and flexible calendered vinyl film designed for vivid, high-quality printing. It features a permanent multi-purpose adhesive for extensive application coverage.

Sharper print
performance

A smoother, brighter film brings the ultimate intermediate digital print solution, for crisp vibrant results every time.

Quick and easy
installation

Our versatile grey Easy Apply™ permanent adhesive enables quick and simple application. With faster wrinkle and entrapped air bubble removal, combined with its dimensional stability, MPI 2904 Easy Apply™ is the perfect all-rounder.

Confidence across
all platforms

Our upgraded overlaminates, bring enhanced UV ink compatibility, whilst improving both handling & finishing efficiency. Enabling increased productivity and peace of mind for your output.



Common applications

- Outdoor signage and advertising
- Wall murals
- Floor graphics
- Indoor advertising
- Vehicle Graphics
(Flat or simple curved surfaces)



Product information

Product	Finish	Adhesive	Length	Width	Durability*
MPI 2904	Gloss	Permanent Grey Easy Apply™	45.7m	1.37m & 1.52m	5 years (unprinted)

New and improved matching overlaminates

Our new DOL 2960 Gloss and DOL 2980 Matte digital overlaminates provide a high-quality finish, dependable durability and protection to MPI 2904 Easy Apply™ print films. The new laminates, now with PET liner and improved UV ink compatibility, enhance both handling and finished product.

Product	Finish	Adhesive	Length	Width
DOL 2960	Gloss	Permanent Transparent	45.7m	1.37m & 1.52m
DOL 2980	Matte	Permanent Transparent	45.7m	1.37m & 1.52m

For more information, contact Avery Dennison customer service or your sales representative, or visit graphicsap.averydennison.com

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