

# Avery Dennison<sup>®</sup> V-4000 Premium Reflective

## Easy Apply RS<sup>™</sup> with Long Term Removability

### Introduction

Avery Dennison V-4000 Premium Reflective Easy Apply RS<sup>™</sup> is ideal for a wide range of fleet, emergency service vehicles and general signage applications where engineer grade reflectivity, long term durability, ease of installation and good conformability with a high gloss finish are required.

### Common Applications

- Emergency vehicle safety markings
- High visibility fleet branding
- Mining and industrial safety signage
- General safety signage
- Architectural and wayfinding

### Application Surface

Flat, simple curves



#### Face Film

200 micron white high gloss retro reflective cast vinyl



#### Backing

Two side PE coated Staflat<sup>™</sup> paper, 145g/m<sup>2</sup>



#### Adhesive

Permanent clear acrylic, with Easy Apply RS<sup>™</sup> and long term removability



#### Outdoor life\*\*

Up to 7 years  
Vertical exposure only)

### Features

- Glass bead retro reflective film provides excellent night time visibility
- High gloss for superior appearance
- Excellent conformability to moderate 3D shapes and rivets for fleet applications
- Long term durability and outdoor performance
- Easy Apply adhesive helps eliminate bubbles and wrinkles
- RS<sup>™</sup> technology for added slideability and ease of positioning
- Long term removability with heat, up to 5 years with little or no adhesive residue
- Excellent printability and conversion across digital, screen and sign cutting
- Excellent dimensional stability during use
- Good UV, temperature, humidity and salt-spray resistance
- Meets ASTM D4956-13 Standard Specification for Retroreflective Sheeting for Traffic Control

### Conversion<sup>+</sup>

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

\*Always test with your combination of printer and inks prior to commercial use.

Certified for  
HP Latex Inks

For further details please check the HP media locator website at:  
[hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator)

### Application

- Flat, simple and moderate compound curves and 3D shapes
- When digitally printed it is recommended to use either DOL 1060Z, 1460Z and DOL 6460 High Gloss overlaminates
- Avery Dennison recommends a maximum total ink limit of 270% to ensure optimal performance
- Dry application only. Do not use water and detergent or a commercial application fluid to position the graphic
- Refer to Instructional Bulletins 1.14, 1.15, 1.16, 1.17, 4.14 and 5.04 for further instructions

## General

Calliper, face film	ISO 534	200 micron
Calliper, face film & adhesive	ISO 534	236 micron
Dimensional stability		0.4mm max.
Tensile strength	DIN 53455	1.6-2.15kg/cm
Elongation	DIN 53455	70% min
Gloss	Hunter Gloss 60°	90%
Reflectivity	Meets ASTM D4956-13 Specification for Retro reflective Sheeting for Traffic Control Class 3 (70 cpl minimum reflectivity for white)	
Typical Coefficient of Retro-Reflectivity	White	100
Adhesion, 15 mins	FINAT FTM-1, Stainless steel	270 N/m
Adhesion, 24 hr	FINAT FTM-1, Stainless steel	333 N/m
Adhesion, 1 week	FINAT FTM-1, Stainless steel	361 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C / 50-55% RH	2 years
Expected Durability**	Vertical exposure only	Up to 7 years (unprinted)

## Thermal

Application temperature	Minimum: + 10°C
Temperature range	- 40°C to + 80°C

## Chemical

Resistant to most mild acids, alkalies and salt solutions

## 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.

### 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 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.

### 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.

## 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.



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