

Avery Dennison  
Graphics Solutions  
Product Overview

Australia & New Zealand  
September 2024





# SP 1500 Series

Sustainable Products.  
Sustainable Performance.  
Sustainable Price.



The SP 1500 Series are groundbreaking digital print films, specifically designed for vehicle wrapping, corporate branding & signage applications. They represent a significant leap in our sustainable film innovation and marks a new era in environmentally sustainable solutions, while utilising Avery Dennison's leading adhesive liner technologies.

## Product Information

Product	Finish	Liner	Adhesive	Length	Width	Applications
SP 1503 Easy Apply™	Gloss	StaFlat™	Permanent Grey Easy Apply™	45.7m	1.37m, 1.52m	 Flat panel trucks  Outdoor signage
SP 1504 Easy Apply RS™	Gloss	StaFlat™	Permanent Grey Easy Apply RS™	45.7m	1.37m, 1.52m	 Full vehicle wraps  Outdoor signage



## SP 1504 Easy Apply RS™ Features and benefits

### Sustainable Product



#### Lower Greenhouse Gas Emissions

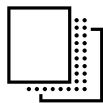
SP 1500 Series significantly reduces greenhouse gas emissions by 53% compared to traditional PVC films, helping to lower your environmental footprint and support global sustainability initiatives.



#### Environmentally Responsible

SP 1500 Series is an Avery Dennison patented technology free from PVC, making it a significant step forward in sustainable digital print materials. With no chlorine, phthalates, or other halogens it eliminates toxic substances, and significantly reduces volatile organic compounds (VOCs) at end of life.

### Sustainable Performance



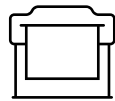
#### Easy Apply RS™ adhesive technology

Easy Apply RS™ technology delivers a low initial tack, offering both quick repositioning, and easy elimination of wrinkles and bubbles, for a productive hassle-free installation.



#### Superb 3D Conformability

Ideal for demanding vehicle and fleet wrapping projects, ensuring a smooth and professional finish on complex curves.



#### Outstanding Print Quality

Achieve consistent, high-quality images across all digital platforms.



#### Durability with our ICS Performance Guarantee

Provides excellent outdoor durability, with a lifespan of up to 10 years\* and enjoy peace of mind with our Integrated Component System (ICS) Warranty.

### Sustainable Price



#### Price Parity

SP 1500 Series is introduced at the same price as our premium PVC equivalent, ensuring that sustainability is accessible without compromising on performance or increasing costs.








## Innovation in action: Grafico's switch to non-PVC SP 1504 Easy Apply RS™

"Vehicle wrapping has always been crucial for Grafico, in partnership with Avery Dennison for over 20 years. We've aimed to lead in sustainability, responding to customer demand for non-PVC alternatives. Previous options were either too costly or underperformed. When SP 1504 was introduced, we rigorously tested it and found it performed excellently. The installation team appreciated it, and customers couldn't tell the difference. It printed and installed well with minimal price difference. Even those not seeking sustainable options embraced it, making the switch to SP 1504 an easy choice for us."

**Damian Corney,**  
Founder and Creative Director  
Grafico

Ready to make the switch? Experience the future of sustainable vehicle wrapping and corporate branding with the SP 1504 Easy Apply RS™

Connect with us on:   



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