

Avery Dennison
Graphics Solutions
Product Overview

Australia & New Zealand
July 2024

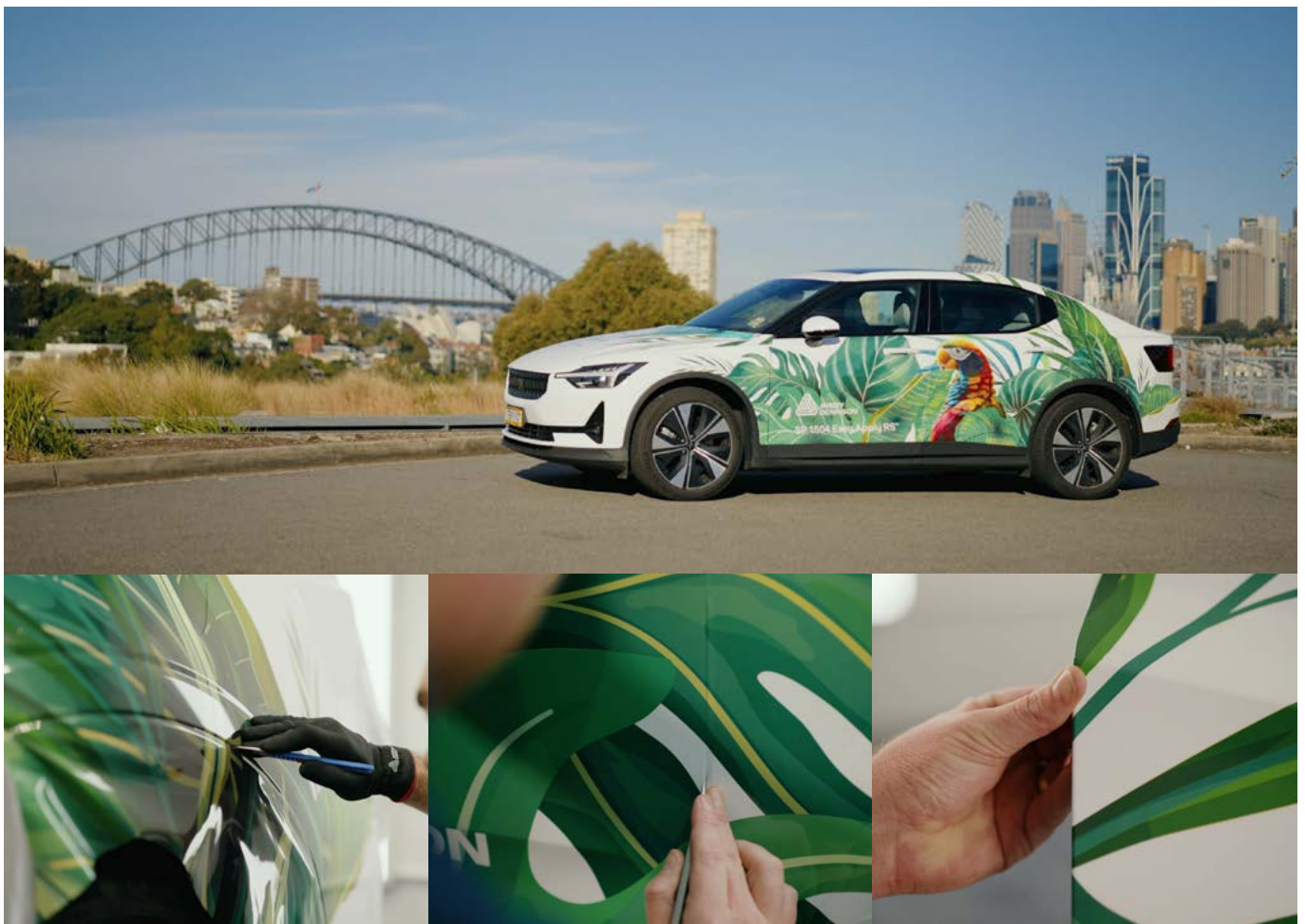
SP 1504 Easy Apply RS™

Sustainable Product.
Sustainable Performance.
Sustainable Price.



SP 1504 Easy Apply RS™ is a groundbreaking digital print film, specifically designed for vehicle wrapping and corporate branding applications. It is a significant leap in our sustainable film innovation and marks a new era in environmentally sustainable solutions.

This new technology has been engineered to minimise its environmental footprint, meeting the needs of businesses that require superior performance and have a strong commitment to sustainability.



Features and benefits

Sustainable Product



Lower Greenhouse Gas Emissions

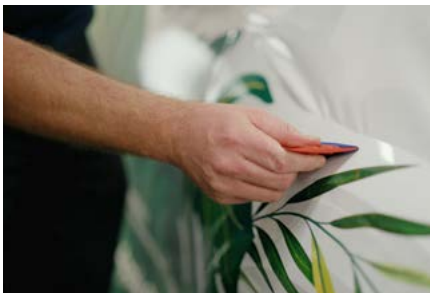
SP 1504 Easy Apply RS™ significantly reduces greenhouse gas emissions by 53% compared to traditional PVC films, helping to lower your environmental footprint and support global sustainability initiatives.



Environmentally Responsible

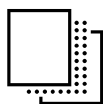
SP 1504 Easy Apply RS™ is an Avery Dennison patented technology free from PVC, making it a significant step forward in sustainable digital print materials. With no chlorine, phthalates, or other halogens it eliminates toxic substances, and significantly reduces volatile organic compounds (VOCs) at end of life.

Sustainable Performance



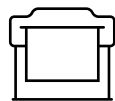
Superb 3D Conformability

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



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.



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 1504 Easy Apply RS™ is introduced at the same price as our premium PVC equivalent, ensuring that sustainability is accessible without compromising on performance or increasing costs.

Product Information

Product	Finish	Liner	Adhesive	Length	Width
SP 1504 Easy Apply RS™	Gloss	StaFlat™	Permanent Grey Easy Apply RS™	45.7m	1.37m. 1.52m



Innovation in action: Grafico's switch to non-PVC SP 1504

"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™

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