

ICS Performance Guarantee Bulletin 2.5 – Wrapping Films

Issued: March 2025

Introduction

The ICS Performance Guarantee combines our films with qualified OEM components to form a system which is guaranteed to be compatible and provide superior performance. You know exactly what to expect from your finished Avery Dennison graphics because your chosen combination has already withstood rigorous lab testing and met a very stringent set of durability and physical performance specifications. Please refer to Avery Dennison ICS Performance Guarantee Terms and Conditions 1.0 for further details.

Supreme Wrapping Film™

		Warranty period in years						Application Substrate	
		Zone 1 Outdoor		Zone 2 Outdoor		Zone 3 Outdoor		Compound Curves	Deep Recesses & Corrugations
		Vertical	Horizontal	Vertical	Horizontal	Vertical	Horizontal		
Colour + Black & White	Satin	10	3	7	2.5	4	2	●	●
	Gloss & Matte	10	3	7	2	4	1.5	●	●
Metallic / ColorFlow™	Satin	7	3	5	2.5	4	2	●	●
	Gloss & Matte	5	2	3.5	1.5	2	1	●	●
Specialty	Rugged	10	3.5	8	3	4	2.5	●	●
	Carbon Fibre & Brushed Metallics	10	3	7	2.5	4	2	●	–
	Ultra Metallic	5	2	3.5	1	2	0.5	●	–
	Conform Chrome	3	2	2	1	1	0.5	●	–

Important Note: Where the material is applied in a 'marine environment', the stated warranty period will be reduced by 40%.

Avery Dennison® ICS Performance Guarantee

Additional information on graphics durability

Expected Durability and Potential Durability Reductions

The expected durability of Avery Dennison films are defined as the expected performance life of the Avery Dennison graphic film(s) within the AP region 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.

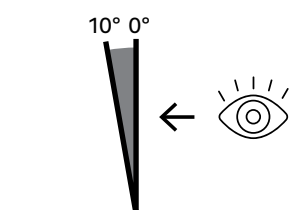
Expected Durability and Warranted Period Definitions

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 communicated in this 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.

Other Potential Durability Reductions

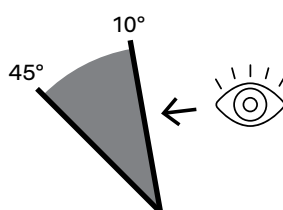
High elevations: In mountain areas UV damage is increased over exposures at sea level. This is due to the air being thinner and therefore damage of UV radiation increases significantly. Congested urban or industrial areas: Due to increased smog, pollutants and particulates in the atmosphere, applications of this kind have reduced durability expectations. Horizontal applications trap pollutants on the surface of the material, increasing the impact of UV exposure and reducing durability.

Angle and Direction of Exposure



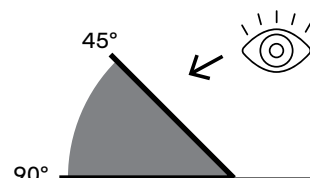
Vertical exposure

The face of the graphic is up to 10° from vertical.



Non-vertical exposure

The face of the graphic is between 10° to 45° from vertical. The durability as stated in this ICS performance guarantee document is reduced by 50% for non-vertical applications.



Horizontal exposure

The face of the graphic is between 45° and 90° from vertical. Horizontal applications are not warranted and do not have any expectations of durability, unless otherwise stated in this ICS performance guarantee.

Zone Chart - Asia Pacific (except Australia)

Zone 2

Bangladesh	India	Mauritius	Singapore
Bhutan	Indonesia	Micronesia	South Africa (East)
Burkina Faso	Ivory Coast	Myanmar (Burma)	Sri Lanka
Burundi	Japan	Nepal	Suriname
Cambodia	Korea (South)	New Zealand	Swaziland
Cameroon	Laos	Pakistan	Taiwan
China	Lesotho	Papua New Guinea	Thailand
East Timor	Madagascar	Philippines	Togo
Fiji	Malaysia	Rwanda	Turkmenistan
Guinea	Mauritania	Samoa	Vietnam

Zone 3

Angola	Ethiopia	Mozambique	Tanzania
Botswana	Gabon	Namibia	Tunisia
Central African Rep.	Gambia	Niger	Uganda
Chad	Ghana	Nigeria	Zambia
Congo	Kenya	Senegal	Zimbabwe
Equatorial Guinea	Liberia	Sierra Leone	
Eritrea	Mali	Somalia	

*All locations (mentioned in zones 1 and 2) when installed above altitudes of 1000 meters.

Zone Chart and Map - Australia

Zone 1

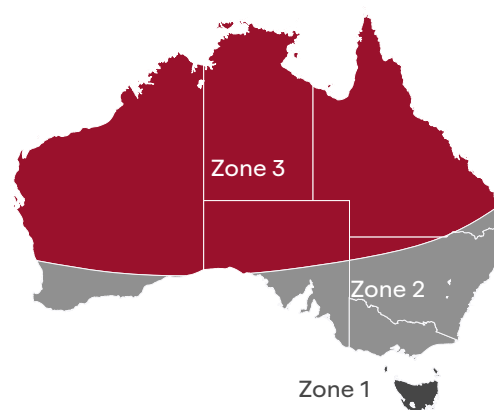
Tasmania

Zone 2

Adelaide	Canberra
Albany	Coffs Harbour
Brisbane*	Esperance

Zone 3

Alice Springs	Cook	Mount Isa
Broken Hill	Darwin	Newman
Broome	Dubbo	Port Augusta
Cairns	Geraldton	Port Hedland
Carnarvon	Kalgoorlie	Telfer
Ceduna	Mackay	Townsville



*All areas 100km North of Perth and Brisbane, indicated by line dissecting map illustration of Australia.
All locations mentioned in zones 1 and 2 when installed above altitudes of 1000 meters are considered Zone 3.

Application

Refer to Instructional Bulletin 1.19 Application Instructions for Avery Dennison Supreme Wrapping Film™ for complete application recommendations. All vehicle substrates must be cleaned according to Avery Dennison recommended cleaning practices as outlined in Instructional Bulletin 1.01 Substrate Cleaning and Preparation.

Important Note: If the Supreme Wrapping Film™ has reached the end of its intended service life (warranted period) or you notice any decline in the appearance, loss of gloss, discoloration, cracking, crazing or degradation of the film, you must contact the company that installed the material for assessment immediately.

Important Note: Avery Dennison® Supreme Wrapping Film™ is ideal for full or partial car wraps, colour change applications and large format cut graphics. Due to the nature of the adhesive and the special backing paper, not all intricate graphic designs and small lettering may be achievable. It is recommended to test the film for cutting of detailed graphics prior to production. See Avery Dennison Instructional Bulletin 2.01 for more information. For sign cutting of detailed letters and intricate graphics we recommend Avery Dennison® 900 Super Cast.

Important Note: Due to the structured surface of Extreme Textured films, over posting of other materials to the surface may not reach suitable levels of adhesion in order to achieve a functional bond.

Colour and Opacity

Some slight colour shift may occur between rolls and/or production lots, therefore, minimizing the mixing of rolls/lots on a specific vehicle is encouraged. One roll should be used per vehicle to minimize any possible colour shift between rolls or lots. If multiple rolls are needed be sure to use only rolls from the same production lot. Due to the unique finish and manufacturing process of ColorFlow™, Carbon Fibre and Brushed Metallic films, variances in colour and finish can be visible when the material is oriented in different directions. When utilising ColorFlow™, Carbon Fibre and Brushed Metallic films, always keep the application direction of the film consistent with the orientation film when cut from the roll. Most colours are considered opaque; however it is up to the end user to determine if the level of opacity meets their needs.

Important Note: It is recommended to use Avery Dennison cleaning products and solutions (noted in IB 1.8). Other Cleaning and maintenance products should conform to the following:

- Free from abrasive components
- Ideally pH balanced, thus not highly acidic or alkaline (pH level between 5 and 9)
- Free from alcohols (non isopropyl), acids, ammonia, chlorine, glycol ethers, harmful detergents, petroleum distillates and phosphates

For cleaning and care recommendations see Instructional Bulletin 1.8 Vehicle Graphics and Wrap Care Maintenance.

Unsuitable Uses

This Avery Dennison product is not designed or recommended for the following uses. Unsuitable applications or exposure conditions include, but is not limited to:

- Paint that is not thoroughly cured or dried
- Low surface energy substrates (i.e. Tedlar® coatings)
- Substrates that are not clean and smooth (little or no variation in texture)
- Painted substrates with poor paint-to-substrate, or paint-to-paint bond
- Stainless steel
- Film applied to non-Avery Dennison Films
- Film applied to pre-existing graphics (pre approval required)
- Watercraft below the static water line
- Watercraft when not edge sealed
- Non-OEM painted vehicles
- Graphic removal from paint with poor adhesion or existing graphics
- Graphics exposed to oil, harsh chemical, or gasoline vapors or spills
- Graphics where application tape must adhere to liner
- Plotter cut text where the minimum size of the text or dimension of the object is less than 51 mm, or intricate designs that end in sharp or fine points

Removability

The removability listed in the physical characteristics section 'Clean removability' is defined by being removable with less than 30% adhesive residue when using appropriate heat and chemical removal methods. See [Instructional Bulletin 1.07](#) for removal instructions.

Avery Dennison does not warrant removability from the following substrates:

- Surfaces with poor paint-to-substrate adhesion
- Wallboard (painted or unpainted)
- Pre existing graphics that must remain intact; damage to existing graphic when film is removed
- Improperly cured paint
- Oxidized or chalked substrates
- Stainless Steel

Avery Dennison makes no warranty for:

- Paint/Clear Coat Staining: Avery Dennison does not warrant vehicle paint staining that may be visible after removing material which has cracked or discolored. At the first sign of a change in the surface of the material contact the company that installed the material for assessment immediately.
- Ease or speed of removal of any graphic
- Removal from automotive paint that is greater than 5 years old
- Removal from paint that is improperly cured
- Removal from aged paint or metals, surface oxidation or chalking; user must test, approve and accept liability for such applications

Find more graphics solutions at
graphics.averydennison.com/apac

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes.



#MakingPossible

© 2025 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.