

PRODUCT DATA SHEET

Avery Dennison[®] MPI[™] 3601 Quick Mount Series Gloss and Matt

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Introduction

Avery Dennison Multi Purpose Inkjet 3601 series is a range of gloss and matt white high opacity promotional calendered vinyl with a removable adhesive suitable for indoor and outdoor short-term and promotional applications where over posting and ease of application is required.

Conversion

Avery Dennison MPI 3601 series are suitable for use on various super wide format printers, using hard solvent, eco/mild solvent, UV-curing or latex inks.

To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 3601 series is recommended to be overlaminated with Avery Dennison DOL 3460 Gloss, Avery Dennison DOL 3480 Matt or Avery Dennison DOL 3470 Lustre.



Face Film

Promotional calendered film 150 micron, opaque and white in gloss (MPI 3601) and in matt (MPI 3621) versions



Adhesive

Removable, clear, acrylic based



Backing

Kraft paper, 125 g/m²



Durability

3 years (unprinted, vertical exposure)



Shelf Life

2 years

For an overview of recommended combinations of Avery Dennison DOL films and media, please refer to “Technical Bulletin 5.3. Recommended combinations of Avery Dennison Overlaminates and Avery Dennison Digital Print Media”.

As the material has a high caliper, it is important to validate before printing, whether the printer can handle the rolls.

Recommendations

- » All applications where previous applications require overposting
- » Billboards, posters, panels and signs at exhibitions
- » Public transport advertising
- » Short term outdoor and indoor advertising
- » Point of sale promotions

Features

- » 150 micron thickness enables ease of handling and ease of application
- » Optimal price/performance ratio of a product allow to win demanding end-user projects
- » Choice of gloss and matt finishes allow to cover a wider range of short-term outdoor and indoor applications
- » Excellent printability on the key print platforms

Physical Characteristics

Product	Test method ¹	Results
Caliper, facefilm (micron)	ISO 534	150
Weight, facefilm (g/m ²)		211
Caliper, facefilm + adhesive (micron)	ISO 534	170
Weight, facefilm + adhesive (g/m ²)		231
Gloss (GU)	ISO 2813	Gloss > 80% (20°) Matt < 10% (85°)
Opacity	ISO 2471	99%
Dimensional stability (mm max.)	FINAT FTM 14	< 0.3 mm max
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability ² (years)	Unprinted, vertical exposure	3
Fire Classification Rating	EN 13501-1	B-s2,d0
Adhesive		
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	140
Adhesion, after 24 hours (N/m)	FINAT FTM-1, stainless steel	250
Temperature range		
Application temperature (Minimum: °C)		+ 10 °C
Service temperature (°C to +°C)		- 20 °C to + 80 °C
Chemical properties³		
Chemical resistance	Mild acids	No effect
Solvent resistance	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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 this material to their specific use.

All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

1) Test methods: More information about our test methods can be found on our website.

2) Durability: The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.

3) Prolonged immersion in gasoline and similar fluids is not recommended.

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