

# PRODUCT DATA SHEET

## Avery Dennison<sup>®</sup> MPI 2004 EA

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### Introduction

This white gloss film allows to cover a full range of flat and slightly curved medium term regular and over posting applications. It comes with a grey adhesive, for those customers who do not need an HOP facestock but are still looking for a good opacity. The embossed backing is providing enhanced ease-of-use during application. Entrapped air can easily be rubbed out without having to punch the vinyl film.

### Conversion

Avery Dennison MPI 2004 HOP EA is a multi-purpose vinyls, developed for use on various wide format printer platforms using solvent-, eco/mild solvent-, UV curable and latex inks. To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 2004 EA are recommended to be overlaminated with Avery Dennison DOL 2400 series.



#### Face Film

65 µm gloss white polymeric calendered vinyl



#### Adhesive

Solvent acrylic, permanent, grey



#### Backing

145g/sqm Easy Apply liner



#### Durability

7 years



#### Shelf Life

2 years

Do NOT use wet application methods for Avery Dennison Easy Apply products.

### Recommendations

- » Large fleet graphics on flat or slightly curved surfaces
- » Architectural interior & exterior signs
- » Over posting applications on flat and slightly curved substrates
- » Temporary promotional and point of sales advertising where superior hiding power is needed
- » Window decoration (excluding block out applications)

### Features

- » Excellent price/performance ratio for outdoor promotional graphics
- » Excellent printability and handling on a wide range of printer platforms
- » High Opacity for over posting applications

## Physical Characteristics

	Test method <sup>1</sup>	Results
<b>Product</b>		
Caliper, facefilm (micron)	ISO 534	65
Caliper, facefilm + adhesive (micron)	ISO 534	90
Dimensional stability (mm max.)	FINAT FTM 14	Max. 0.5 mm
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability <sup>2</sup> (years)	Vertical exposure	7 years
Fire classification	EN13501-1	B-s1,d0
<b>Adhesive</b>		
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	400
Adhesion, after 24 hours (N/m)	FINAT FTM-1, stainless steel	500
<b>Temperature range</b>		
Application temperature (Minimum: °C)		+ 10°C
Service temperature (°C to +°C)		- 20°C to + 70°C
<b>Chemical properties<sup>3</sup></b>		
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.

NOTE: Materials have to be properly dried before further processing, for example laminating, varnishing or application. The residual solvents could change the products' specific features. For good print and converting result we recommend to let the rolls acclimatize in the print/lamination room at least 24h before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.

Generally, constant material storage conditions of ideally 20°C (+/-2°C) /50% RH (+/- 5%), without too big climate deviations, will support a more robust and stable printing/converting process. For further details, please refer to TB 1.11.

## 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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