

# PRELIMINARY PRODUCT DATA SHEET

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

issued: 10/2016

### 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.

### Description

Film	:	150 micron, opaque white gloss and matt promotional calendered film
Adhesive	:	Removable, clear, acrylic based
Backing paper	:	Kraft paper, 125 g/m2

### 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 3000 Gloss, Avery Dennison DOL 3100 Matt or Avery Dennison DOL 3200 Lustre.

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.

### Uses

- 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



Inspired Brands.  
Intelligent World.™

[graphics.averydennison.eu](http://graphics.averydennison.eu)

- Removable adhesive used in MPI 3601 Quick Mount series to enable promotional use

## PRODUCT CHARACTERISTICS Avery Dennison MPI™ 3601 Quick Mount series

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	150 micron
Weight, facefilm		211 gsm
Caliper, face & adhesive		170 micron
Weight, face & adhesive		231 gsm
Opacity	ISO 2471	99%
Dimensional stability	FINAT FTM 14	< 0.3 mm max
Adhesion, initial	FINAT FTM-1, stainless steel	160 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	260 N/m
Gloss		
MPI 3601 Gloss	ISO 2813, 20°	> 80 %
MPI 3621 Matt	ISO 2813, 20°	< 10%
Flammability		Self-extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Removability		Clean removability up to 1 year
<b>Not</b> when applied to: Nitrocellulose paints, ABS, polystyrene, (too) fresh paints and certain types of PVC.		
Durability, unprinted	Vertical exposure	3 years

### Temperature range

Features	Results
Minimum application temperature:	+ 10 °C
Service temperature:	- 40 °C to + 85 °C

**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 is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. 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 these Conditions, the English version shall be controlling.

### Warranty

Avery Dennison® branded materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing. All Avery Dennison® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

### 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.