

## PRODUCT DATA SHEET

### Avery Dennison Conform Chrome Series

Powered by Easy Apply RS™ Long Term Removable

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Revision 6

#### Introduction

Avery Dennison® Conform Chrome Series is a premium quality specialty film designed for use in vehicle and graphics markets where high end chrome accents are desired. The patented Avery Dennison® Easy Apply RS™ feature allows for faster positioning, bubble free application, and long term removability after the intended period of use.

#### Description

Facefilm: 142 micron chrome finish film

Adhesive: Permanent, transparent acrylic, Long Term Removable with Easy Apply RS technology

Backing paper: Poly-coated kraft paper, 150 g/sqm

#### Features

- Semi-conformable film available with very high-gloss & silver Matte finish
- Unique patented adhesive technology. (Information below)
- Good conformability to irregular substrates
  - Mildly concave shaped
  - Gently convex shaped
- Outstanding durability and outdoor performance
- Good UV, temperature, humidity, and salt-spray resistance
- Easy apply feature helps eliminate wrinkles and bubbles during application

#### Recommendations for use

The Conform Chrome Series is a chrome accent films designed to add special effects and a sporty touch to graphics. Before using, user shall determine the suitability of the product for its intended use and accepts responsibility to ensure compliance with any and all laws and regulations concerning the use of chrome film on vehicles or in the ultimate graphic application, and user assumes all risk and liability in connection therewith.

#### Conversion

Avery Dennison® Conform Chrome is especially designed as an accent film. Cutting for the purpose of preparing sizes or shapes has proven to be feasible. However, signcutting of letters and graphics is not recommended.

#### Application guide

The Conform Chrome Series is designed for application to solid surfaces like automobiles, buses, and trains and applied over existing graphic films. The film should be heated gently when applied to complex surfaces. Excessive heat and stretching may cause product discoloration or “whitening”, which is not covered by material warranty.

#### Precaution

The Conform Chrome Series is a sensitive film and may scratch during application, or during day in and out use. We advise to be extra vigilant and careful when using this film. The scratching of the film is not covered by the Warranty. The film might have some surface imperfections, not uncommon in the face film, which cannot be considered as a defect or failure. Neither Avery Dennison® nor its affiliates or any other entities thereof accept any liability or responsibility for the scratching of the film and/or surface imperfections.

#### Patent Registration:

US6,630,049, US7,060,351, US7,344,618, EP1276605, EP1282472



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**Physical properties**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
Caliper, facefilm	ISO 534	142 micron
Caliper adhesive	ISO 534	30 micron
Gloss	ISO 2813, 20°	90 GU
Dimensional stability	DIN 30646	0,15 mm. max
Adhesion, initial	FINAT FTM-1, stainless steel	350 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	440 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	1 year
Durability <sup>2</sup>	Vertical exposure	3 years (Gloss Silver) 2 years (Colours & Matte Finish)

**Temperature range**

<b>Features</b>	<b>Results</b>
Application temperature	Minimum: +10°C
Service temperature	-40°C - 80°C

**Chemical properties**

Chemical resistance	Resistant to most mild acids, alkalis, and salt solutions
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**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**

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.

All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

**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.