

Avery Dennison®

777CF iA Tech™



The high-performance graphic film with the innovative solvent-free adhesive.

Affordable sign-making solutions that contain less environmentally impactful components should be available to anyone. Our 777 Cast Film Series now comes with a new solvent-free patented adhesive: iA Tech™.

This innovation reduces the use of fossil material compared with solvent adhesives, saving an equivalent of around 1.6l* of oil per roll (1.23m x 50m), which is equivalent to reducing the emissions generated from 15km driven by an average gasoline-powered car**.

Combined with 777CF, iA Tech™ also provides improved cut & weed, along with long-lasting dimensional stability and up to 4 years of clean removability. Metallic colors remain on the standard solvent adhesive.

The 777CF iA Tech™ Series is part of our [Sustainable Graphics Solutions portfolio](#), giving our customers access to a whole new generation of more sustainable products. Each product in the portfolio qualifies by meeting one or more of our sustainability criteria.

KEY FEATURES

- Avery Dennison patented iA Tech™ solvent-free adhesive (metallics excluded)
- Excellent cut & weed
- Squared liner imprint for manual conversion
- Very good conformability
- Matched value for money
- Outstanding choice of colours in gloss finish
- REACH compliant – conforming to the latest environmental regulations

KEY BENEFITS

- Reduced fossil material use (equivalent saving of 1.6l of oil per roll) when compared to 777CF with standard solvent adhesive***
- Long-lasting dimensional stability
- More time available between cut & weed thanks to iA Tech™ adhesive when compared to 777CF with standard solvent adhesive***
- Up to 8 years outdoor durability
- Up to 4 years clean removability

RECOMMENDED USES

- Graphics on rigid-sided vehicles
- Graphics on boats (above water level) and watercraft
- Directional signage
- Window graphics
- Outdoor advertising
- Point-of-sale and promotional uses



* This data is derived from a comparison of 777CF iA Tech™ against 777CF with standard solvent adhesive, considering both products' entire composition (that is, adhesive and other constituents). The Avery Dennison Life Cycle Assessment (LCA) tool was used to generate the comparison.

** Arrived at using the [Greenhouse Gas Equivalencies Calculator](#).

*** Metallics excluded.