

# Avery Dennison® SP 1504 Easy Apply™



With Digital Overlaminate - DOL 6460 Gloss.



## Powerful colours. Fast Application. PVC-Free.

**Shift up to a more sustainable solution and a spectacular wrapping experience. The SP 1504 Easy Apply™ is a premium digitally printable film that is also PVC-free.**

A more environmentally friendly choice that also delivers high performance. Excellent printability delivers stunning colours, is highly conformable and repositionable. Corrugations, curves and rivets are quick and easy to wrap.

Suitable for both indoors and outdoors, the SP 1504 Easy Apply™ can be used for many applications, including customised designs for private vehicles and branded fleet wrapping.

SP 1504 Easy Apply™ is part of the Sustainable Print portfolio, designed to provide a more sustainable alternative to PVC products. Being free of chlorine, phthalates or other halogens, it reduces volatile organic compounds (VOC). It provides an easy to apply solution for end users looking to take a step towards becoming more sustainable without sacrificing performance.

To enhance the colour of your graphics, as well as to protect images, it is recommended to overlaminate with a clear PVC-Free overlaminate such as the DOL 6460 Gloss.

**KEY FEATURES AND BENEFITS:**

- Superb 3D conformability for demanding vehicle and fleet wrapping projects
- Air egress technology helps eliminate wrinkles and bubbles
- Outstanding and consistent image quality on a wide range of printers using (eco-) solvent, latex or UV inks

- Easy repositioning due to Easy Apply™ technology
- Excellent outdoor durability, up to 10 years unprinted and 6 years printed\*
- Covered by ICS Performance Guarantee for end-user peace of mind
- Sustainable - PVC-free material

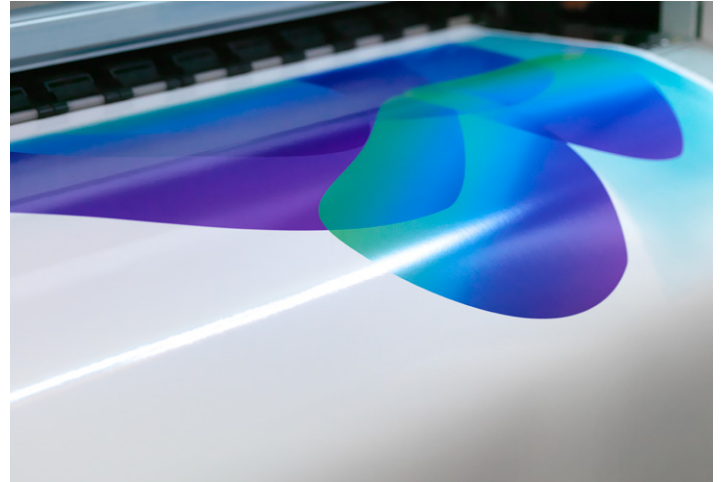
**RECOMMENDED USES:**

- Partial and full wraps on commercial fleet
- Partial and full wraps on private vehicles
- Interior & exterior signs

\* Zone 1 EU, vertical applications.



Easy repositioning due to Easy Apply™ technology and a low initial tack.



Outstanding and consistent image quality on a wide range of printers using (eco-) solvent, latex or UV inks.







Maximum outdoor durability, up to 10 years unprinted and 6 years printed\*.



Superb 3D conformability for demanding vehicle and fleet wrapping projects.

For further information contact your sales representative or visit the Avery Dennison Web site at: [graphics.averydennison.eu/sp1504](http://graphics.averydennison.eu/sp1504)

Connect with us on:    



DISCLAIMER – 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> ©2024 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.