

RS: RS is the term Avery Dennison uses for their adhesives that have repositionable and slideable technology. Repositionable technology is a process of creating a temporary buffer or offset between the adhesive layer and the application surface. This buffer, which are ink dots sprayed in a random pattern on the adhesive during the manufacturing process, allows the installer to easily reposition and slide the film during the application process. When the film is squeegeed onto the application surface the ink dots are pushed into the adhesive. This allows the adhesive to come into contact with the application surface and form the necessary bond for long-term durability. This is why it is called pressure activated adhesive.

* As with any technology that makes the film easier to apply it comes with certain rules. For films with Easy Apply and RS properties, the installer must be sure to squeegee with enough force to adhere the film to the application surface properly. Film that isn't applied with enough force will "float" above the application surface resulting in poor adhesion that can lead to failures particularly on compound curves and recessed areas.

* Note that MPI 1105 Easy Apply RS and SW900 have the same adhesive layer

Memory: Memory is a term that refers to the tendency of PVC (poly vinyl chloride) films to return to their original state. PVC is added to the films to give them strength and flexibility. These are necessary qualities for films that will be applied to complex surfaces, such as vehicles. The chemical and physical properties of PVC also give the film memory. This means film that has been stretched around curves or into recessed areas is constantly pulling back to their original shape. This memory effect puts a great deal of tension on the adhesive layer to hold the position on the vehicle. The memory effect will cause failures for film if the film is overstretched. Film that has been applied with sound techniques and not overstretched will conform better and have better durability. Cast films have less memory than calendered films due to the differing manufacturing processes. Proper post heating alleviates the memory in cast films.

