Color Change Wrap Films
Avery Dennison SW900 Supreme Wrapping Film

Along with offering car wrap film for digital prints, Avery Dennison produces color change film. These are single color films that are primarily used to change the entire color of a vehicle. Avery Dennison SW900 comes in a variety of colors and finishes with most them coming in 60-inch wide rolls. Conform Chrome is the only Supreme Wrapping Film that is not available in 60-inch width.

The thickness of Avery Dennison Supreme Wrapping Film varies per finish but it is generally between 3.0 and 3.6mil thick. Avery Dennison SW900 is a highly conformable film and can handle almost all compound curves and deep recessed areas.

It is very important to note that Avery Dennison Supreme Wrapping Film should not be printed on directly. Furthermore, most Avery Dennison SW 900 films come with a lamination layer that has been fused onto the liner during the manufacturing process. This lamination layer is a PVC cast layer similar to the DOL1300 series. If a client would like extra horizontal protection or a sparkle metallic effect, DOL6460 or DOL6040 can be laminated on top of the Avery Dennison SW900. Keep in mind that this will make the wrapping film thicker, making it harder to conform to compound curves and increase the possibility of lifting in deep recessed areas.

The adhesive layer will be either gray, white, or black, and will vary depending on the color of the fae film. This is done to achieve the right color match on the face and to keep the color of the vehicle from changing the hue of the material when applied.

There are several important factors to consider when installing SW 900 films: surface energy, directionality, lamination, and thickness. These factors play an important role in which tools to use during install, preparation, direction of overlaps, warranties, and other factors. A short guide for SW900 films is as follows:

Directionality:
Non-Directional: gloss, matte, conform chrome
Directional: gloss metallic, matte metallic, pearlescent, satin, brushed metallic, carbon, colorflow

Surface Energy:
Low Surface Energy: matte, carbon, brushed metallic
Medium Surface Energy: satin
High Surface Energy: gloss, pearlescent, conform chrome