

"SMART" DIGITAL MEDIA NAMING SYSTEM

Avery	Supercast	MPI	1005	Easy Apply RS™
↑ BRAND	↑ CATEGORY	↑ TECHNOLOGY	↑ NUMERIC HIERARCHY	↑ DESCRIPTOR
	Supercast (SC)	MPI (Solvent, eco-solvent and UV curable ink jet printable)	1000s (Cast)	Varies by product to capture most distinguishing features
	High Performance Calendered (HP)	DOL (Digital overlamine)	2000s (High Performance/ Intermediate Calendered)	
	Intermediate Calendered (IC)	IPM (Water-based inkjet printable)	3000s (Promo Calendered)	
	Promo Calendered (PC)		6000s (Specialty)	
	Specialty Films (SF)			

"SMART" DIGITAL MEDIA NUMBERING SYSTEM

	First digit	Second digit	Third digit	Fourth digit
MPI & IPM	Material	Function	Face Type	Adhesive System
	1 – Cast 2 – High Performance & Intermediate Calendered 3 – Promo Calendered 6 – Specialties	Reserved to communicate significant distinctions within line of materials 0 – Open 1 – High Opacity 2 – Reflective 5 – Perforated 50/50 6 – Wall Film 7 – Perforated 65/35 8 – Marine 9 – Value	0 – Gloss White 1 – Luster White 2 – Matte White 3 – Open 4 – Open 5 – Matte Translucent 6 – Gloss Transparent 7 – Luster Transparent 8 – Matte Transparent 9 – Open	0 – Clear Permanent 1 – Clear Removable 2 – Gray Removable 3 – Gray Permanent 4 – Open 5 – Permanent Opaque Long-term Removable (LTR) 6 – Super-tack 7 – Ultra Removable 8 – Black Permanent 9 – Black Removable
DOL	Material	Function	Face Type	Adhesive System
	1 – Cast 2 – High Performance & Intermediate Calendered 3 – Promo Calendered 6 – Specialties	Reserved to communicate significant distinctions within line of materials 0 – Conformable 3 – Ultra-conformable 4 – Ultra-conformable 5 – Optically Clear 9 – Value	6 – Gloss Transparent 7 – Luster Transparent 8 – Matte Transparent	0 – Clear Permanent