Driving Brand Awareness is a Work of Art

Avery Dennison® Fleet Graphics Portfolio

AVERY DENNISON

Even On The Move, Your Brand Can Influence A Purchase Decision

Commercial and fleet vehicles represent more than a mode of product transport and delivery for today's brands. Fleets are a powerful branding medium that captures attention and impressions, whether standing still or on the move.

What makes fleet vehicles of all sizes so special for branding is the breakthrough creative canvas that brings a visual identity to a larger-than-life size. The **Avery Dennison® Fleet Graphics Portfolio** features a robust portfolio of best-in-class digital, screen and cut vinyl and reflective graphic films that help your brand become a work of art on any mobile surface.

And, your quest for high-performance materials, for both short- and long-term applications, begins with fleet graphic solutions from Avery Dennison. The portfolio delivers vibrant and consistent color pop, with the ease of installation and removal to afford brands the opportunity to continually make a statement.

Get to know the graphic films that create a brand's colorful canvas.
Visit **graphics.averydennison.com/fleet** or contact an Avery Dennison sales representative at **800.282.8379**.

Choose Avery Dennison Graphics Solutions for Your Fleet

Avery Dennison is a world leader in graphic materials for fleet, full vehicle wraps, exterior and interior graphics for corporate identity and point-of-purchase, as well as reflective and safety markings. Headquartered in Glendale, California, we employ more than 32,000 employees in over 50 countries and have the global breadth of resources to support fleet operations worldwide. When selecting Avery Dennison as a solutions provider, you can be assured of:

Superior Service
We have a dedicated team of experts who are highly trained, extremely knowledgeable and ready to support you throughout the planning and execution of a fleet project. We will work with you to understand your business needs and provide the best solution to help your brand stand out to your audience.

Dependable products
Self-adhesive films you can rely on—with custom warranty and durability statements. We've done extensive durability and performance testing, and stand behind the quality of our fleet solutions.

Industry Knowledge and Reach
We are a world leader in graphic films that identify, promote and inform. Our Easy Apply™ adhesive technology provides a patented performance feature for easier, quicker and more effective installations.

Digital Print Quality
We have a 99.8%* print consistency within our top selling brands.

Network of Resources
We have a network of converters, installers and suppliers to help service you through all steps of your project.

Color Matching
Why wait? We produce exact color match samples in just a few days, which is quicker than our competition. Minimum order quantities apply.

*Based on claims per square foot of total product sold.

The Avery Dennison Story

Ray Stanton ("Stan") Avery invented the world's first self-adhesive label as a way to merchandise objects. In 1935, he founded Avery Adhesives in downtown Los Angeles and, in 1990, the company merged with Dennison Manufacturing to form Avery Dennison. We have grown from one bright idea into a global Fortune 500® corporation that continues to advance quality and innovation in materials science.

The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets.

Avery Dennison Fleet Portfolio Solutions Guide

Film Name	Type	Description	Adhesive	Conversion or Printing Format	ICS Platinum Warranty** and Durability
MPI 1105	Cast Film	Premium high gloss cast film with 99.8% print consistency, superior 3D conformability, stunning printability and maximum durability for complex surfaces with curves and recesses. Ideal for fleets, vehicle wraps and outdoor signage.	Long-Term Removable Available with Easy Apply™ and Easy Apply RS for air egress, wrinkle-free installation and repositionability	Latex Solvent Eco-Solvent UV Screen Print	Up to 7 years
MPI 2105	Calendered Film	This film offers significantly better dimensional stability and exceptional value for applications requiring premium calendered film durability. Ideal for walls, fleets and vehicle graphics with flat or simple curves.	Long-Term Removable Available with Easy Apply RS for air egress, wrinkle-free installation and repositionability	Latex Solvent Eco-Solvent UV	Up to 6 years
MPI 2900 Opaque Series	Calendered Film	Flexible, dimensionally stable budget-friendly gloss and matte film for flat and simple curved surfaces. Ideal for floors, spot graphics and decals.	Permanent and Removable Select options available with Easy Apply for air egress	Latex Solvent Eco-solvent UV	Up to 5 years
SC 950 Series	Cast Cut Vinyl	A collection of 133 vibrant and bold, high gloss and metallic films that deliver industry-leading weedability and exceptional conformability. Ideal for indoor and outdoor signage and fleets.	Permanent and Long-Term Removable	Drum Roller Sign-Cut Thermal Transfer Thermal Die-Cut Steel Rule Die-Cut	Up to 10 years
Digital Overlaminates	Cast Laminate	Pressure-sensitive clear films that give color an extra gloss or sparkle finish and add a finished layer of protection and extends the life and durability of digital films.	Permanent	Cold Overlaminating	Up to 7 years
V4000 Reflective Films ASTM D4956-13	Beaded Reflective	Designed for exceptional conformability to medium curves and rivets. Suitable for both day and night visibility. Ideal for fleets, vehicles, indoor and outdoor signage.	Permanent and Long-Term Removable	Flatbed Sign-Cut Steel Rule Die-Cut Drum Roller Sign-Cut Latex Solvent UV Screen Print (Digitally printable on white film only)	Up to 7 years
VisiFlex™ V8000 Reflective Films ASTM D4965 and HOSDB	Prismatic Reflective	Striking and bold reflectivity for safety and emergency vehicles, or stylized vehicles needing extreme accents and flair. Durable for high visibility.	Permanent	Thermal Die Cut Flatbed Sign-Cut Steel Rule Die-Cut Drum Roller Sign-Cut Latex Solvent UV Screen Print (Digitally printable on white film only)	Up to 7 years white & colors Up to 3 years fluorescent
V-5720 Series Reflective Tape DOT-C2 Certified	Conspicuity Tape	Designed for trucks, trailers and other vehicles that require easy, nighttime vehicle recognition and road safety. Pressure-sensitive adhesive for easy application on metal and painted metal. A solid tape construction that does not require edge sealing.	Permanent	n/a	5-10 years

**Please see product data sheets for complete technical, ICS Platinum and warranty information.

Understanding Film Types

Let Avery Dennison help you understand the different film types for ease and accuracy of your graphic film selection.

Cast Films

Cast films are premium vinyl films that offer the greatest flexibility and conformability for complex surfaces. These films are typically the best option for medium and long-term applications.

Reflective Films

Reflective films provide added safety or visibility and special effect markings. Beaded and Prismatic is the type of reflective pattern that catches the light for day and night visibility. You will want to make sure the film meets the federal guidelines for road safety. All Avery Dennison Reflective Films meet ASTM federal standards.

Calendered Films

Calendered films are an intermediate vinyl film for short-term applications and less complex surfaces, such as flat or simple curves.

Reflective Tapes

Reflective conspicuity pressure-sensitive tapes are high quality, microprismatic retroreflective materials that apply easily to areas of vehicles that require additional nighttime recognition. These tapes apply to metal and painted metal surfaces. These tapes can also be customized with your brand's logo.

Overlaminates

Overlaminates are clear, protective films that increase the durability of a printed graphic. The overlaminate makes the film slightly thicker, which helps with installation and removal efficiency. Overlaminates can also provide additional benefits or effects, such as giving color an extra gloss or sparkle finish.

MPI 1105

MPI 2900 Opaque Series

MPI 2105

SC 950 Series

Digital
Overlaminates

V4000
Reflective Films

V-5720 Series
Reflective Tapes

ICS Warranty Program: The Right Choice for Quality and Confidence

Avery Dennison commitment to quality ensures that every product we produce is designed, engineered, manufactured and tested with one goal in mind—your complete satisfaction. That's why our range of innovative high performance products is backed with a warranty you can trust. Our Integrated Component System (ICS) Warranty Program is written assurance that our products perform exactly how they should from production through application and for the life of the graphic.

All Avery Dennison Graphics materials are covered by our general product warranty which guarantees you get products free from defects and that deliver consistent high quality and performance of our sign materials, screen print films, digital media and reflective products, every time. The ICS Warranty Program goes even further, offering you an open integrated system that provides the greatest range of flexibility, choice, confidence and protection.

ICS Performance Guarantee

- Available to all Avery Dennison customers
- Provides a standard product guarantee
- Includes extended assurance on performance and compatibility for a wide range of qualified printed platforms and inks

ICS Platinum Warranty

- Exclusive to Avery Dennison Specialist Converters and Installers, this warranty provides customers with the highest levels of quality and performance
- Provides a standard product guarantee
- Includes extended assurance on performance and compatibility for a wide range of qualified printed platforms and inks
- Specially prepared and customized warranty for larger projects

For more information on Avery Dennison products and services, contact your sales representative or call Customer Service at 800.282.8379.

Visit us online at **graphics.averydennison.com/fleet**

graphics.averydennison.com

A389354 05/2021

All statements, technical information and recommendation about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that the purchaser has independently determined the suitability of such products for its intended and other purposes.

©2021 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.