

PRODUCT DATA SHEET



Avery® MPI™ 3401 Opaque Film

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Introduction

Avery **Multi Purpose Inkjet** vinyl 3401 is a white monomeric calendered self-adhesive vinyl. It can be used on a variety of (super) wide format inkjet printers using solvent inks.

Because of the film's excellent removable adhesive, Avery MPI 3401 is recommended for a wide range of short term promotional applications on flat substrates.

For (overposting) applications requiring higher opacity, the material has a grey adhesive system.

Description

Film : 80 micron gloss white monomeric calendered vinyl
Adhesive : removable, acrylic based, grey adhesive system
Backingpaper : kraft paper, 125 g/m².

Conversion

Avery MPI 3401 is a multi-purpose vinyl, developed for use on various (super) wide format printers using solvent inks.

In Avery Technical Bulletin 5.15, printer compatibility details of Avery MPI media are listed.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 3401 is recommended to be overlaminated with Avery DOL 3000 Gloss, DOL 3100 Matt or DOL 3200 Lustre. For an overview of recommended combinations of DOL films and media, please refer to "Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media".

Uses

- Interior & exterior signs.
- Window decoration.
- Temporary promotional and point of sale advertising and all applications to flat or regular surfaces that require removability.

Features

- Excellent printability and handling on selected printers.
- Easy and clean removal (up to 1 year).
- Easy cutting and application on a wide variety of substrates.
- Excellent price/performance ratio for outdoor promotional graphics.
- Excellent opacity thanks to grey adhesive system.



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PRODUCT CHARACTERISTICS

Avery® MPI™ 3401 Opaque Film

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	80 micron
Dimensional stability	DIN 30646	0.4 mm max.
Opacity	ISO 2471	> 99 %
Adhesion, initial	FINAT FTM-1, stainless steel	200 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	400 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability, unprinted	Vertical exposure	2 years
Removability	Clean removability up to 1 year; Not when applied to : Nitrocellulose paints, ABS, polystyrene, (too) fresh paints and certain types of PVC.	

Temperature range

Features	Results
Minimum application temperature:	≥ 0° C
Temperature range:	- 40 to +100 °C

Important

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use.

All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

Warranty

Avery® branded materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing.

All Avery® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

1) Test methods

More information about our test methods can be found on our website.

2) Durability

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.



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