

Avery[®] MPI 2004 Easy Apply

Gloss White Premium Polymeric Calendered

Features

- Easy Apply adhesive system with air egress channels for fast bubble and wrinkle free application
- Excellent printability on Eco solvent, Solvent and UV curable inkjet printers
- Excellent application characteristics on flat and simple curved surfaces
- Excellent dimensional stability during use
- StaFlat liner provides easy converting properties
- Easy repositionability during application
- High gloss finish for superior appearance
- Grey adhesive provides blockout performance
- Excellent adhesion to most popular substrates
- Excellent removability with heat for up to 5 years with little or no adhesive residue

Description



Film: 80 micron premium gloss white polymeric calendered vinyl



Adhesive: Grey permanent Easy Apply acrylic with long term removability
Removability: Up to 5 years



Backing: Two side PE coated Staflat paper



Outdoor life:** 5 years unprinted

Application surface: Flat, simple curves

Conversion

- | | |
|--|---|
| <input type="checkbox"/> Flat bed cutters | <input type="checkbox"/> Cold overlaminating |
| <input type="checkbox"/> Friction fed cutters | <input type="checkbox"/> Water based inkjet |
| <input checked="" type="checkbox"/> Die cutting | <input checked="" type="checkbox"/> Eco solvent inkjet |
| <input type="checkbox"/> Thermal transfer | <input checked="" type="checkbox"/> Solvent inkjet |
| <input checked="" type="checkbox"/> Screen printing | <input checked="" type="checkbox"/> UV cured inkjet* |

Application

- Dry Application only. Do not use a detergent and water or a commercial application fluid to position the graphic.

Uses

Avery MPI 2004 Easy Apply is a premium high performance polymeric calendered vinyl film designed for use in a wide range of promotional, architectural, fleet marking and general signage applications where ease of application, excellent durability and long term removability is required.

Common Applications

- Flat sided trucks
- Cars and vans
- Trains and light rail
- Buses
- Outdoor signage
- Outdoor advertising
- Indoor advertising

Physical characteristics

General

Calliper, face film	ISO 534	80 micron
Calliper, face film & adhesive	ISO 534	120 micron
Gloss	ISO2813, 20°	50%
Dimensional stability	DIN 30646	0.3 mm max
Tensile strength	DIN 53455	28 N/mm ²
Elongation	DIN 53455	100%
Adhesion, initial	FINAT FTM-1, stainless steel	450 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	550 N/m
Removability [^]	Smooth OEM painted surfaces	Up to 5 years
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ^{**}	Vertical exposure	5 years (unprinted)

[^] Not removable when applied to nitrocellulose paints, fresh screenprint inks, ABS, polystyrene & certain types of PVC

Thermal

Application temperature	Minimum: + 10°C
Temperature range	- 45°C to + 80°C

Chemical

Resistant to most petroleum based oils, greases and aliphatic solvents

Resistant to most mild acids, alkalies, and salts

Resistant to humidity and water

Note:

Materials have to be properly dried and cured before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

Test Methods

Dimensional stability:

Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°C, after which the shrinkage is measured.

Adhesion:

(FTM-1, FINAT) is measured by peeling a specimen at a 180° angle from a stainless steel or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

Flammability:

A specimen applied to aluminium is subjected to the flame of a gas burner for 15 seconds. The film should stop burning within 15 seconds after removal from the flame.

Temperature range:

A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 hour after exposure the specimen is examined for any deterioration. Note: Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids, dyes, etc. may eventually cause deterioration.

Important

Information on physical 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 any material for their specific use.

All technical data is subject to change without prior notice.

Warranty

Avery® 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 guarantee, warranty, or make any representation contrary to the foregoing.

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

**Durability

Durability is based on exposure conditions in the Asia Pacific region. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing north in the southern hemisphere or south in the northern hemisphere; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased.

*Compatible with most printer and ink combinations. Test prior to use.

***Information unavailable at time of printing.

Chemical Resistance:

All chemical tests are conducted with test panels to which a specimen has been applied. 72 hours after application the panels are immersed in the test fluid for the given test period. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

Corrosion Resistance:

A specimen applied to aluminium is exposed to saline mist (5% salt) at 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.