

# PRODUCT DATA SHEET



## Avery® Polyester Films

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### Introduction

Avery Polyester films is a range of products that are used for a wide variety of graphics.

### Description

Facefilms: 25 micron, surface treated polyester.  
Avery 710 – gloss transparent  
Avery 710 – gloss chrome  
Avery 711 – satin chrome  
Avery 772 – brushed chrome

### Availability

|  | Adhesive ☞ | Permanent |
|--|------------|-----------|
| Backing (white two-side polyethylene coated kraft paper) ☞ |            |           |
| Standard   |            | x         |

### Conversion

Avery Polyester films can be printed in screenprinting, offset litho and letterpress. Each process requires special inks and processing conditions. Ask your ink manufacturer for detailed processing procedures.

### Features

- High tensile strength films
- Excellent solvent and chemical resistance
- Excellent adhesion to a wide range of substrates
- Bright Silver colour, enhancing luxury appearance
- Attractive 'brushed metal' appearance of Avery 772
- Durable, permanent adhesive
- Excellent heat resistance
- High transparency of Avery 710 Transparent

### Recommendations for use

- Double sided window stickers
- Nameplates and decorative trim
- Product labels and serial numbers
- Bicycle decorations
- Printed/unprinted graphics

### Environmental, Health and Safety Regulations

The product meets the European Toy Regulations EN 71-3.

The product complies with the US CONEG Model Toxics Legislation and the EC directive 94/62/EC, article 11 on packaging and packaging waste, with reference to the acceptable levels of heavy metals, i.e. sum of heavy metals Cadmium, Mercury, Lead and Chromium (VI) is less than 100 ppm.



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**Physical properties**

| <b>Features</b>                       | <b>Test method<sup>1</sup></b> | <b>Results</b>     |
|---------------------------------------|--------------------------------|--------------------|
| Caliper, facefilm – Avery 710/711     | ISO 534                        | 25 micron          |
| Caliper, facefilm – Avery 772         | ISO 534                        | 50 micron          |
| Dimensional stability – Avery 710/711 | DIN 30646                      | 0.1 mm. max        |
| Dimensional stability – Avery 772     | DIN 30646                      | 0.2 mm. max        |
| Flammability                          |                                | Self extinguishing |
| Shelf life                            | Stored at 22° C/50-55 % RH     | 2 years            |
| Durability <sup>2</sup>               | Vertical exposure              |                    |
| 710 Transparent                       |                                | 3 years            |
| 710 Chrome / 711 Satin Chrome         |                                | 2 years            |
| 772 Brushed Chrome                    |                                | 2 years            |

**Adhesives**

**Permanent**      A glass clear, acrylic-based adhesive for maximum sunlight and weather resistance. Good initial tack and ultimate adhesion. Resists high temperature

|                                       | <u>Permanent</u> |       |
|---------------------------------------|------------------|-------|
| Minimum application temperature       | +10°C            |       |
| Service temperature range             | -40°C to +150°C  |       |
| Adhesion on stainless steel, initial  | 550 N/m          | FTM-1 |
| Adhesion on stainless steel, ultimate | 750 N/m          | FTM-1 |

**Chemical properties**

| <b>Features</b>      | <b>Test method<sup>1</sup></b> | <b>Results</b>  |
|----------------------|--------------------------------|---|
| Humidity resistance  | 120 hours exposure             | No effect   |
| Corrosion resistance | 120 hours exposure             | No contribution to corrosion  |
| Water resistance     | 48 hours immersion             | No effect   |
| Chemical resistance  | Mild acids                     | No effect   |
|                      | Mild alkalis                   | No effect   |
| Solvent resistance   | Applied to aluminium           | No effect if exposed to:<br>oils, greases, aliphatic solvents,<br>motor oils, heptane, kerosene<br>and JP-4 fuel. |

**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 without notice.

**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.

