

# Avery® MPI Value Film Matt Grey Removable Matt White Short Life Promotional Film

## Features

- Exceptional value for money for short life promotional graphics
- Very good printability on eco-solvent, solvent, latex and UV curable printers
- Good dimensional stability during conversion and application
- Good outdoor durability and performance for short life graphics
- Matte finish for low glare appearance
- Very good low temperature adhesion performance
- Grey adhesive provides blockout performance
- Easy removability with heat for up to 1 year with little or no adhesive residue

## Description



**Film:** 95 micron matt white monomeric calendered vinyl



**Adhesive:** Grey removable acrylic



**Backing:** One side PE coated paper, 140 g/m<sup>2</sup>



**Outdoor Durability\*\*:** Up to 1 year - Asia Pacific

## Conversion<sup>^</sup>

- |                                                        |                                                               |
|--------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Flat bed cutters              | <input type="checkbox"/> Cold overlaminating                  |
| <input type="checkbox"/> Friction fed cutters          | <input type="checkbox"/> Electrostatic printing               |
| <input checked="" type="checkbox"/> <b>Die cutting</b> | <input checked="" type="checkbox"/> <b>Latex inkjet</b>       |
| <input type="checkbox"/> Thermal transfer              | <input checked="" type="checkbox"/> <b>Eco solvent inkjet</b> |
| <input type="checkbox"/> Screen printing               | <input checked="" type="checkbox"/> <b>Solvent inkjet</b>     |
| <input type="checkbox"/> Offset printing               | <input checked="" type="checkbox"/> <b>UV curable inkjet</b>  |

<sup>^</sup>Always test with your combination of printer and inks prior to commercial use.

## Uses

Avery® MPI Value Film Matt Grey Removable is a matt white short life promotional vinyl film designed for use in a wide range of short term promotional digital printed applications where removability, blockout performance, good outdoor durability and value for money is required.

## Common Applications

- Point of sale graphics
- Outdoor advertising
- Exhibition graphics
- Window graphics
- Real estate signage
- Vehicle advertising
- Promotional signage
- Stickers and labels

## Physical characteristics

### General

Caliper, face film	ISO 534	95 micron
Caliper, face film & adhesive	ISO 534	115 micron
Gloss, 85°	DIN 67530	14
Opacity	ISO 2471	99%
Dimensional stability	DIN 30646	0.5 mm max
Tensile strength	ISO 1184	21 Mpa (MD) 18 Mpa (CD)
Face film elongation	ISO 1184	155% (MD) 140% (CD)
Adhesion, initial	FINAT FTM-1, stainless steel	290 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	450 N/m
Removability <sup>^</sup>	Smooth OEM painted surfaces	Up to 1 year
Flammability		Self extinguishing
Shelf life	Stored at 22 °C/50-55 % RH	1 year
Durability **	Vertical exposure	up to 1 year (unprinted)

<sup>^</sup> Not removable when applied to nitrocellulose paints, fresh screen print inks, ABS, polystyrene & certain types of PVC

### Thermal

Application temperature	Minimum: +10 °C
Temperature range	- 20 °C to + 80 °C

### Chemical

Resistant to most petroleum based oils, greases and aliphatic solvents

Resistant to most mild acids, alkalies, and salts

### Note:

Solvent and Eco solvent digital printed films must 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.

<sup>^</sup>Compatible with most printer and ink combinations. Test with your combination of printer and inks prior to commercial use.

\*\*\*Information unavailable at time of printing.