

# Avery Dennison<sup>®</sup> MPI 4410 Backlit

## 510gsm Satin White Translucent Backlit Banner

### Features

- Strong 510gsm backlit construction
- Clean white backlit film offering a clearer and more visible image under illumination
- Available in all popular widths
- Up to 5m wide seamless construction
- Compatible with most solvent inkjet printers
- Rapid ink drying after printing
- Excellent tear resistance
- Reduced fraying when trimming and eyeletting
- Excellent outdoor durability
- Resistant to UV, rain, fungi and frost

### Description

|                           |  |
|---------------------------|--|
| <b>Film</b>               | 510gsm (15oz) satin translucent white PVC Banner |
| <b>Scrim Construction</b> | 1000 x 1000 denier<br>12 x 12 per square inch    |
| <b>Outdoor Life</b>       | Up to 3 years printed                            |

### 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 type="checkbox"/> Die cutting          | <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 Dennison MPI 4410 Backlit is ideal for illuminated applications where a full colour image is to be illuminated under day and/or night conditions.

### Common Applications

- Billboards
- Outdoor light boxes
- Indoor light boxes
- Public transport shelters
- Airport advertising

## Physical characteristics

### General

|                           |  |                 |
|---------------------------|--|-----------------|
| Calliper                  |  | 510gsm (15oz)   |
| Tensile strength - Length | ISO 13934-1:1999   | 210.6 kg / 50mm |
| - Width                   | ISO 13934-1:1999   | 180.8 kg / 50mm |
| Elongation - Length       | ISO 13934-1:1999   | 23.4%           |
| - Width                   | ISO 13934-1:1999   | 28.4%           |
| Tear Strength - Length    | ISO 13937-2:2000   | 21.0 kg force   |
| - Width                   | ISO 13937-2:2000   | 17.0 kg force   |
| Adhesion Strength         | ISO 2411, C.R.E  | 8.0 kg / 50mm   |
| Shelf life                |  | 1 year          |
| Durability **             | Vertical exposure  | Up to 3 years   |
| Resistance to weathering  | ASTM G26, XENON ARCLAMP, 18Min. SPRAY/2HRS., 100HRS EXPOSURE | No Change       |

### Thermal

|                                |          |       |
|--------------------------------|----------|-------|
| Resistance to low temperature  | DIN53351 | -20°C |
| Resistance to high temperature | DIN53351 | 80°C  |

### Chemical

|  |               |   |
|--|---------------|---|
| Determination resistance of synthetic polymeric materials to fungi | ASTM G21-1996 | 0 |
|--|---------------|---|

### 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.

#### 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.

### 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.

1. 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 media and ink combinations. Test prior to use.

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