

# Avery Dennison<sup>®</sup> MPI Value Film Matt Clear Removable

## Matt Clear Short Life Promotional Film

### Features

- Exceptional value for money for short life promotional graphics
- Very good printability on 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
- Easy removability with heat for up to 1 year with little or no adhesive residue

### Description



**Film:** 95 micron matt clear monomeric calendared vinyl



**Adhesive:** Clear removable acrylic



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



**Outdoor Durability\*\*:** Up to 1 year

### 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 type="checkbox"/> Eco solvent inkjet                  |
| <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<sup>®</sup> MPI Value Film Matt Clear Removable is a matt clear short life promotional vinyl film designed for use in a wide range of short term promotional digital printed applications where removability, 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	15
Dimensional stability	DIN 30646	0.5 mm max
Tensile strength	ISO 1184	23 Mpa (MD) 26 Mpa (CD)
Face film elongation	ISO 1184	225% (MD) 205% (CD)
Adhesion, initial	FINAT FTM-1, stainless steel	350 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	560 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22°C/50-55% RH	1 year
Durability **	Vertical exposure	up to 1 year (unprinted)

### 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, alkalis, 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.

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

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



Graphics  
Solutions

Avery Dennison Graphics Solutions Asia Pacific

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