



# Floor & Street Graphics Systems

AVERY GRAPHICS APPLICATION BROCHURE



# Be Adventurous

## The Fifth-Wall

Known as the fifth wall in advertising – the one below consumer's feet, floor & street graphics provides a powerful and impressive way of using vacant space.

Advertisers continually look for exciting avenues to communicate their message and floor & street graphics present inspiring new mediums to help close a sale.

Widely used in supermarkets, shopping centres, retail stores, airports and even on sporting surfaces, floor graphics are the innovative answer to successful in-store advertising and promotions.

Pioneering the way in pressure-sensitive adhesive materials, Avery Graphics have developed a range of films for all types of applications, including a specific range of products to suit your internal and external graphics needs.



# Avery Floor Graphics System Applications

This increasingly popular application is extremely effective, but by placing graphics under foot they need to meet an added set of performance specifications. Along with our typical high performance standards for printing, cutting and processing, these graphic films must also withstand constant foot traffic and provide the required slip resistance for use on pedestrian surfaces.

The Australian and New Zealand Standard AS/NZS 4586:2004 – ‘Slip resistance classification of new pedestrian surfaces’ requires a set of stringent tests to understand the contribution of the floor surface to the risk of slipping. The recommendations of this standard help you choose the best floor graphic film to avoid possible safety hazards to pedestrians. The overlaminates used in the Avery Floor Graphics System have been rigorously tested and classified to provide you with the confidence that they meet or exceed the recommendations of Standards Australia.

Slip resistance recommendations vary depending upon the location in which the graphics are situated. There are a number of aspects to consider when choosing a floor graphic film, including whether the location will be dry, or subjected to frequent or occasional water or spillage, and the angle of the surface. The Avery Floor Graphics System addresses these factors and offers the most suitable recommendation based on the different areas or “Zones” where the graphics will be located.

Engineered to provide greater protection to your graphics and resistance from the additional wear and tear of foot traffic, our floor graphic overlaminates provide up to 6 months durability for longer term promotions, as well as cost effective solutions for short term in-store promotions.

# Avery Street Graphics System Applications

Avery MPI 6121 Street Graphics is a digital film designed for application on rough outdoor surfaces. A world class innovation in outdoor advertising, Avery MPI 6121 Street Graphics can be applied to streets, roads, and exterior wall surfaces where an authentic paint-like finish is desired.

Engineered with a unique ‘micro-fracture’ technology\*, the film adheres to very rough surfaces by fracturing and conforming. This ground-breaking technology makes Avery MPI 6121 Street Graphics film ideal for short-term promotional advertising and is perfect for temporary way finding graphics for parades, festivals, and events, such as trade shows and sporting events. Avery MPI 6121 Street Graphics film has been designed for digital inkjet printing using UV curable inks, and is suitable for outdoor usage up to six months under normal foot traffic and three months under vehicle traffic.

Being the newest medium for outdoor advertising, MPI 6121 Street Graphics has been designed to conform to rough surfaces so that moisture channels through the substrate, reducing pools or puddles and therefore minimizing slip hazards. When the term of the promotion is finished, MPI 6121 Street Graphics can be removed with a high pressure washer.

Avery MPI 6121 Street Graphics has been rigorously tested and meets or exceeds^ the minimum recommendations for use on external colonnades, walkways and pedestrian crossings, under the Australian and New Zealand Standard AS/NZS 4586:2004 – ‘Slip resistance classification of new pedestrian surfaces’.

Presenting a multitude of new advertising opportunities, Avery MPI 6121 Street Graphics film offers exceptional brand value while allowing your creativity to break new ground!



\*Patent pending

# Avery Graphics Floor & Street Graphics Systems

Once you have selected your printing or cutting method and you know where the floor graphic will be located, all you need to do is to select the graphic film and overlamine combination from the Avery Graphics System that meets your needs.

## Internal Application Recommendations

Technology	Graphic Film (Removable)	Durability (up to)	Overlamine Zone 1	Overlamine Zone 2	Australian and New Zealand Standard AS/NZS 4586:2004 – Slip resistance classification.
<b>Digital Inkjet Printing</b>	Avery MPI 3002 PP Gloss White Avery MPI 8112 Gloss White Avery MPI 3041 PP Gloss Clear	60 Days	DOL 3100 Matte	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
	Avery MPI 3002 PP Gloss White Avery MPI 8112 Gloss White Avery MPI 3041 PP Gloss Clear	90 Days	DOL 6000 Floor Graphic	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
	Avery MPI 3002 PP Gloss White Avery MPI 8112 Gloss White Avery MPI 3041 PP Gloss Clear	180 Days	DOL 6100 Floor Graphic	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
<b>Screen Printing</b>	Serilux 72100 Gloss White Serilux 72101 Matt White Serilux 70100 Gloss Clear	60 Days	DOL 3100 Matte	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
	Serilux 72100 Gloss White Serilux 72101 Matt White Serilux 70100 Gloss Clear	90 Days	DOL 6000 Floor Graphic	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
	Serilux 72100 Gloss White Serilux 72101 Matt White Serilux 70100 Gloss Clear	180 Days	DOL 6100 Floor Graphic	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
<b>Computer Cut</b>	Avery 500 EF Series Matte	60 Days	DOL 3100 Matte	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
	Avery 500 EF Series Matte	90 Days	DOL 6000 Floor Graphic	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard
	Avery 500 EF Series Matte	180 Days	DOL 6100 Floor Graphic	DOL 6100 Floor Graphic	Meets or exceeds the AS/NZS 4586:2004 Standard

### Zone 1

Avery DOL 3100 Matte and DOL 6000 Floor Graphic overlaminates meets or exceeds the minimum AS/NZS 4586:2004 requirements for use in dry areas with surface angle of  $\leq 2$  degrees, or where occasional water or spillages may occur. It is expected that an accidental spillage in the “dry area” will be attended to very quickly. Examples of where these films may be used are:

- Dry areas of entry foyers at hotels, offices or public buildings
- Within shopping centres (excluding food courts)
- Shops inside shopping centres (newsagents, clothing stores, etc.)
- Supermarket aisles (except fresh food areas)

### Zone 2

Avery DOL 6100 Floor Graphic overlamine meets or exceeds the minimum AS/NZS 4586:2004 requirements for floors where occasional water is expected. Examples of where this film may be used are:

- Entry foyers of hotels, offices and public buildings
- Shopping centres including food courts
- Shops with external entrances
- Fast food outlets, food service areas
- Supermarket fresh fruit and vegetable, dairy and deli areas

## External Application Recommendations

Technology	Graphic Film	Durability (up to) Unprinted	Australian and New Zealand Standard AS/NZS 4586:2004 Slip resistance classification.
<b>Digital Inkjet Printing (UV curable)</b>	MPI 6121 Street Graphics	90 Days Vehicle Traffic**	Meets or exceeds the AS/NZS 4586:2004 Standard^
	MPI 6121 Street Graphics	180 Days Foot traffic**	Meets or exceeds the AS/NZS 4586:2004 Standard^

\*\* Compliance with federal, state and local regulations is the responsibility of the user.

^Samples of unprinted MPI 6121 Street Graphics films were applied to concrete and asphalt surfaces and several measurements were taken. The results showed the product met the minimum recommendations for areas that could be defined as “external colonnades, walkways and pedestrian crossings”. Although the information is based upon tests we believe to be reliable, it’s extremely important to note that the slip resistance characteristics of the film are dependant on the structure of the pedestrian surface as well as the type and amount of ink printed. As no two surfaces are identical and printed graphics will differ, these results may vary depending on surface structure, printing inks and the printed graphic.

### External pedestrian surfaces & locations

Avery MPI 6121 Street Graphics meets or exceeds^ the minimum AS/NZS 4586:2004 requirements for use in outdoor street or rough surfaces applications: asphalt, concrete, bricks, tiles and blacktop. Examples of where this film may be used are:

- Sporting events, Carnivals, Fairs, Parades, Festivals, Trade shows.
- Store-front advertising
- Car parks
- Exterior walls

# Keep your floor graphics looking great for longer.

Here are a few helpful tips to get the most out of your floor graphics:

- ▶ The base film used should be opaque to provide block-out performance, hiding any variations in the colour of the surface below.
- ▶ The use of films with removable adhesive will aid in the removal of the graphics after their service life with little or no adhesive residue.
- ▶ Place the graphic in a moderate traffic area, away from main doorways or entrances, which will reduce the wear and tear and help maintain the visual integrity of the graphic.
- ▶ Plan the placement of the graphics particularly on tiled floor as illustrated below.

Figure 1.

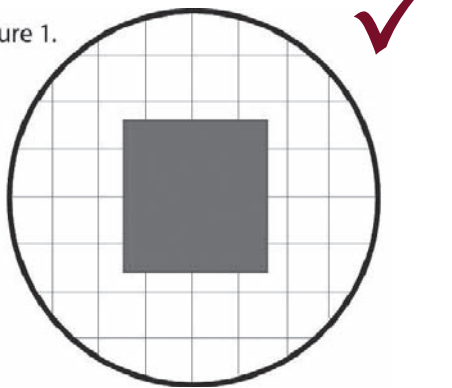
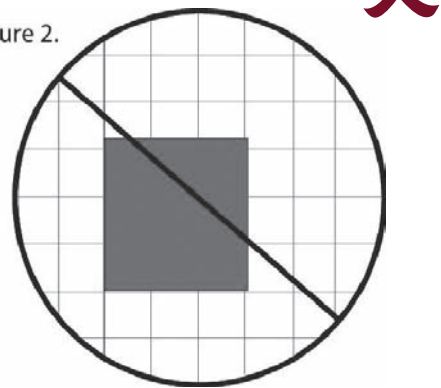


Figure 2.





## The Right Choice for Quality and Confidence

At Avery Graphics, we offer an innovative range of graphic films that are backed by our comprehensive Integrated Component System (ICS) Warranty, giving you total confidence that our films will perform exactly how they should, from production through application and for the life of the graphic.

The quality and performance of our sign materials, screen print films and digital media is our highest priority. Every product we develop undergoes rigorous scientific tests to meet our stringent durability and performance requirements and complies with globally recognised test methods. It's a dedication to quality that gives our customers total confidence in our films.

Our warranty offers you an open system that provides the greatest range of flexibility, choice, confidence and protection. You choose the production method, approved printer, ink and application tape, coupled with our films – and we provide the warranty.

The Avery ICS Performance Guarantee combines our films with approved components to form a system guaranteed to be compatible and provide superior performance. The ICS Performance Guarantee covers production quality, film and adhesive performance and durability across a broad range of applications. Please visit our website to view the Avery Floor Graphics System ICS Performance Guarantee.

### Important Note

The information provided throughout is given as a guide only and does not constitute a warranty. Avery Dennison does not accept any liability arising from the interpretation and use of the information provided. Please refer to Avery Product Data Sheets and Instructional Bulletins for more specific product information and AS/NZS 4586:2004 - Slip resistance classification of new pedestrian surfaces. In order to interpret the AS/NZS 4586:2004 classifications, please refer to Standards Australia Handbook 197, 'An Introductory Guide to the Slip Resistance of Pedestrian Surface Materials'. These classifications are recommendations offered by Standards Australia and copies of test certificates are available upon request. Avery Dennison does not make any warranty as to the accuracy or completeness of the information provided within.



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