

Avery[®] MPI 3001 PP

Gloss White Promotional Vinyl Removable

Features

- Excellent printability and handling through wide format printers
- Good outdoor durability and performance
- High gloss finish for superior appearance
- Easy application to a wide variety of substrates
- Good dimensional stability after application
- Excellent value for money for short term promotional graphics
- Easy and clean removability with heat for up to 1 year

Conversion

- | | |
|------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Flat bed cutters | <input checked="" type="checkbox"/> Cold overlaminating |
| <input type="checkbox"/> Friction fed cutters | <input type="checkbox"/> Water based inkjet |
| <input checked="" type="checkbox"/> Die cutting | <input checked="" type="checkbox"/> Eco solvent inkjet |
| <input checked="" type="checkbox"/> Thermal transfer | <input checked="" type="checkbox"/> Solvent inkjet |
| <input checked="" type="checkbox"/> Screen printing | <input checked="" type="checkbox"/> UV cured inkjet* |

Uses

Avery MPI 3001 PP is a gloss white promotional vinyl film designed for use in a wide range of shorter-term promotional and general signage applications where good outdoor durability, removability and excellent print quality are required.

Description



Film: 90 micron gloss white monomeric calendered vinyl



Adhesive: Removable acrylic
Removability: up to 1 year



Backing: One side coated Kraft paper, 140g/m²



Outdoor life: Up to 3 years (unprinted)

Application surface: Flat, simple curves

Common Applications

- Billboards
- Real estate signs
- Point of purchase
- Outdoor advertising
- Indoor advertising
- Exhibition
- Windows

Physical characteristics

General

Caliper, facefilm	ISO 534	90 micron
Caliper, facefilm & adhesive	ISO 534	112 micron
Dimensional stability	DIN 30646	Good
Opacity	ISO 2471	***
Adhesion, initial	FINAT FTM-1, stainless steel	225 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	400 N/m
Removability	Smooth OEM painted surfaces	Up to 1 year
Flammability		Self extinguishing
Shelf life	Stored at 20-25°C / 45-55 % RH	1 year
Durability **	Vertical exposure	Up to 3 years unprinted

^ Not removable when applied to nitrocellulose paints, fresh screenprint inks, ABS, polystyrene & certain types of PVC

Thermal

Application temperature	Minimum: +10°C
Temperature range	- 40°C to + 100°C

Chemical

Resistant to most petroleum based oils, greases and aliphatic solvents

Resistant to most mild acids, alkalies and salts

Note:

Materials have to be properly dried 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.