

AveryDennison® MPI 2921 Easy Apply

Removable Film

Removable StaFlat™

Revision: 0 Dated: 11/17/14

Uses:

Avery Dennison MPI 2921 Easy Apply is a specially engineered, opaque flexible calendared vinyl film that has been specifically designed for temporary and cover-up graphics. This changeable construction allows for easy installation and removal of short term graphics.



Face: 3.4 mil (86 microns) matte opaque calendared film



Adhesive: Removable Acrylic (clear)



Liner: 90# StaFlat™



Durability: Up to 1 year (unprinted)

Application Surfaces:

Flat, simple curves (restricted to non-spill areas)

Features:

- 100% opacity, completely covers whatever is underneath, great for temporary cover-up graphics
- Matte finish
- Great image clarity and color pop
- Dimensionally stable liner for easy converting
- ICC profiles available on Avery Dennison's website (avery-us.color-base.com)
- Changeable for clean removal without heat or chemicals
- Easy apply adhesive technology allows for bubble free installation

Conversion:

- Thermal Die-Cutting
- Flat Bed Sign-Cut
- Drum Roller Sign-Cut
- Steel Rule Die-Cutting
- Screen Printing
- Solvent based inkjet
- Mild/Eco Solvent inkjet
- UV inkjet
- Latex Inkjet

Common Applications:

- Bus / Transit Ad
- Fleet
- Point-Of-Purchase
- Tradeshow
- Window Graphics
- Outdoor Signage

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Physical Characteristics:

Property		Value
Caliper, face		3.4 mil (86µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability		<0.065"(1.651 mm)
		Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Tensile at Yield		
Elongation		
Gloss	Hunter Gloss @ 60	<16
Adhesion: 15 min		1.0lbs/in (175 N/m)
24 hr		1.2 lbs/in (210 N/m)
1 week		1.8lbs/in (315 N/m)
Removability		1 year from most substrates (without heat)
Flammability		Self Extinguishing
Shelf-Life		2 years from date on label
Durability	Vertical Exposure	1 year durability
Min. Application Temperature		40° F (4° C)
Service Temperature		-40° - 180 °F (-40° - 82° C) (Reasonable range of temperatures which would be expected under normal environmental conditions).
Chemical resistance		Resistant to most mild acids, alkalis, and salt solutions.
Removable		1 year clean removability from most OEM surfaces, with little or no adhesive residue

Data represents average values where applicable, and is not intended for specification purposes.

Warranty:

This Warranty applies to the Product listed in this Data Sheet. All statements, technical information (including physical and chemical characteristics) and recommendations about Avery Dennison products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold subject to the Purchaser's assent and agreement that Purchaser is responsible for, and has independently determined, the suitability of such products for its purposes or its customer's purposes. Avery Dennison graphics products are warranted to be free from defects in material and workmanship for two years from the date of manufacture. When the product is properly applied, the warranty period is as stated in the product's specific Product Data Sheet in effect at the time of shipment to Avery Dennison's customer.

Such time periods are subject in either case to the proper storing and application of said product, and the failure to properly store or apply the product, including without limitation the failure to follow any applicable Instructional Bulletin, negates any warranty. It is expressly agreed and understood that Avery Dennison's sole obligation and Purchaser's exclusive remedy under this warranty, under any other warranty, express or implied, or otherwise, shall be limited exclusively to: (a) repair or replacement of defective product without charge at Avery Dennison's plant or at the location of the product (at Avery Dennison's election), or (b) in the event repair or replacement are not commercially practical, a credit amount up to the price of the product taking into account the defect in the product in Avery Dennison's sole discretion.

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Dimensional stability:

Is measured on a 6" x 6" (150 x 150 mm) aluminum panel to which a specimen has been applied; 72 hours after application the panel is scored in a cross pattern, exposed for 48 hours to 150°F (65°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 panel, 24 hours after the specimen has been applied under standardized conditions. Initial adhesion is measured 15 minutes after application of the specimen.

Removability:

"**Removable Adhesive**" means an Avery Dennison adhesive that can be removed without heat or chemicals within the period stated on the respective Product Data Sheet and might leave twenty percent (20%) or less adhesive residue.

Avery Dennison does not guarantee removability from the following substrates:

- **Surfaces with poor paint-to-substrate adhesion**
- **Wallboard**
- **Existing graphics that must remain intact; damage to existing graphic when film is removed. (It is the responsibility of the installer to ensure the graphics to be covered are in good condition.)**
- **Aged paint or metal that may have surface oxidation or chalking**
- **Outdoor, horizontal surfaces**

Limitation of End Uses:

This Avery Dennison product is not designed or recommended for the following uses. Unsuitable applications or exposure conditions include:

- Corrugated, channels
- Compound / complex curves
- Highly-irregular surfaces
- Stainless Steel
- Paint that is not thoroughly cured or dried
- Low surface energy substrates (i.e. Tedlar[®] coatings)
- Unclean or textured surfaces

Flammability:

A specimen applied to aluminum 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.

Also tested to ASTM E-84 method for surface burning characteristics of building materials. Documentation from third party testing agency available upon request.

Temperature range:

A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. One 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. One hour after removing the panel from the fluid, the specimen is examined for any deterioration.

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Related Documents:

The following Avery Dennison literature will provide complete information to the user for proper application, storage, and other requirements and is available upon request from your Avery Dennison representative or from the Avery Dennison website (www.graphics.averydennison.com).

Document Title	Reference Number
Substrate Cleaning and Preparation	Instructional Bulletin #1.10
Storage, Maintenance, and Cleaning of PVC Films	Instructional Bulletin #1.20
<i>Warranty of Avery Dennison Films</i>	<i>Instructional Bulletin #1.30</i>
Screen printing Ink Recommendations Cast, Reflective, Calendered and Specialty Products	Instructional Bulletin #3.00
Multi Purpose Ink Jet OEM Qualification Matrix, Durability Reference, & Troubleshooting Guide	Instructional Bulletin #5.80

Revisions are italicized

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