

# Avery Dennison<sup>®</sup> MPI 2923/ 2903 Easy Apply<sup>™</sup>

Permanent / Easy Apply<sup>™</sup> / StaFlat<sup>™</sup>

Revision: 6 Dated: 11/10/16

## Uses:

Avery Dennison<sup>®</sup> MPI 2923 & 2903 Easy Apply<sup>™</sup> Series are calendared vinyl films which offer exceptional value for applications requiring a mid-term durable product combined with an opaque, permanent adhesive. MPI 2923 and 2903 Easy Apply<sup>™</sup> Series films are well suited for applications such as Point-of-Purchase, Product Identification Labels, Medium Term OEM Decals as well as Outdoor and General Signage.



**Face:** matte calendared  
2903 - 3.0 mil (75µm)  
2923 - 3.4 mil (86 µm)



**Adhesive:** Permanent Gray  
Acrylic



**Liner:** 90# StaFlat<sup>™</sup>



**Durability:** Up to 5years  
(unprinted)

## Application Surfaces:

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

## Features:

- Gray adhesive provides opacity to covers whatever is underneath
- MPI 2903 Gloss Easy Apply<sup>™</sup> gloss finish
- MPI 2923 Matte Easy Apply<sup>™</sup>, matte finish
- Good durability and outdoor performance for short to mid-term applications
- Great image clarity and color pop
- ICC profiles available on the Avery Dennison website ([www.avery-us.color-base.com](http://www.avery-us.color-base.com))

## Conversion:

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

## Common Applications:

- Wall Murals
- POP/ Tradeshow
- Outdoor Signage

## Product Data Sheet

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Graphics  
Solutions

graphics@averydennison.com  
Customer Service: 800-282-8379

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### Physical Characteristics:

Property		Typical Values
Caliper, face		2903 - 3.0 mil (75µm) 2923 - 3.4 mil (86 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability	unprinted	<0.025"(0.588 mm)  Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Gloss	Hunter Gloss @ 60	2903 - 90 2923 - 15
Adhesion:		
Stainless Steel	15 min. 24 hrs	4.0 lbs/in (700 N/m) 5.5 lbs/in (963 N/m)
Flammability		Self Extinguishing
Shelf-Life		2 years from date of manufacture when stored at the following temperatures and humidity conditions 68°-77° F (20° - 25° C) and 50±5% R. H.
Durability	Vertical Exposure unprinted/printed*	2903 - up to 5 years 2923 - up to 5/4 years
Min. Application Temperature		50° F (10° C)
Service Temperature		-40° to 180 °F (-40° to 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.

\* With appropriate laminate, see Digital Media Selector for further information

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.

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*Revisions are italicized*

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