

# Avery Dennison<sup>®</sup> MPI 3300 Gloss Series

MPI 3302 / 3303

Gray Removable / Gray Perm Kraft

Revision: 3 Dated: 06/08/15

## Uses:

Avery Dennison MPI 3300 Gloss Series are flexible, calendared vinyl films that deliver vibrant and consistent print images at an exceptional value. Avery Dennison MPI 3303 features a gray permanent adhesive designed for short to medium term promotional graphics while the Avery Dennison MPI 3302 offer a gray removable adhesive for promotional applications requiring removable adhesive performance. These films are well suited for applications such as Point-of-Purchase, Product Identification Labels, as well as Outdoor and General Signage.



**Face:** 3.0 mil (76 microns)  
Gloss



**Adhesive:** Acrylic  
MPI 3302 - Removable (gray)  
MPI 3303 - Permanent (gray)



**Liner:** Clay-Coated Kraft



**Durability:** Up to 4years  
(unprinted)

**Application Surfaces:** Flat, simple curves (restricted to non-spill areas)

## Features:

- Consistent Print Performance resulting in vibrant images every time
- Excellent image clarity and color pop
- Easy to handle liner for trouble free converting
- ICC profiles available on the Avery Dennison website ([www.avery-us.color-base.com](http://www.avery-us.color-base.com))

## Conversion:

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

Note: Product is not recommended for use on drum digital printers or sheet-fed conversion.

## Common Applications:

- Wall Murals
- POP/ Tradeshow
- Outdoor Signage
- Floor Graphics

## Product Data Sheet

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

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## Physical Characteristics:

Property		Typical Values
Caliper, face		3.0 mil (76µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability		<0.030"(0.762 mm)
		Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Tensile @16%		6.0 lb/in (1.1 kg/cm)
Tensile @ Break		12.2 lb/in (2.3 kg/cm)
Elongation		Min 150%
Gloss	Hunter Gloss @ 60	90 GU ±10
Adhesion: 15 min	Permanent	2.5 lb/in (438 N/m)
	Removable	1.0-2.0 lb/in (175-350 N/m)
24 hr	Permanent	3.9 lb/in (683 N/m)
	Removable	1.5-3.0 lb/in (263-525 N/m)
Removability	MPI 3301 MPI 3302	1 year from most substrates.
Flammability		Self Extinguishing
Shelf-Life		<i>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.</i>
Durability	Vertical Exposure	Unprinted – 4 years
Min. Application Temperature		50° F (10° 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.

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 products are warranted to be free from defects in material and workmanship (i) for two years from the date of manufacture, or (ii) from the date of manufacture until the expiration of the period stated on the specific Product Data Sheet in effect at the time of delivery. 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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## Removability:

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
- Aged paint or metal that may have surface oxidation or chalking
- Outdoor, horizontal surfaces

Revisions are italicized

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