

Avery Dennison® SF 100 Conform Chrome Series-S LTR Easy Apply™ RS

Conform Chrome

Easy Apply™ RS Long Term Removable

Revision: 6 Dated: 01/17/17

Uses:

Avery Dennison® SF 100 Conform Chrome Series Films are a premium quality specialty film designed for use in vehicle and graphics markets where high end chrome accents are desired. The patented Avery Dennison Easy Apply™ RS feature allows for faster positioning, bubble free application, and long term removability. Conform Chrome is available in Chrome/Silver, Gold, Blue, Black, and Red Mirror colors.



Face: 5.7 mil (142 microns) chrome finish film



Adhesive: Long Term Removable Acrylic



Liner: 90# StaFlat™, Poly-Coated with Avery Dennison® Easy Apply™ RS technology



Durability: Up to 3 years Vertical Exposure

Application Surfaces:

Flat, simple curves, curves, simple concave and convex shapes

Features:

- Very high gloss semi-conformable film.
- Unique patented adhesive technology. (information below)
- Good conformability to irregular substrates
 - Concave shaped
 - Convex shaped
- Outstanding durability and outdoor performance
- Good UV, temperature, humidity, and salt-spray resistance
- Easy apply feature helps eliminate wrinkles and bubbles during application

Conversion:

- Flat Bed Sign-Cut
- Drum Roller Sign-Cut
- Steel Rule Die-Cutting

Common Applications:

- Trucks
- Trailers
- Cars & Vans
- Architectural Signage
- Emergency Vehicles
- Outdoor Advertising
- Buses
- Trains & Light Rail

Note: Film may scratch during application, or during day in and out use. Scratching of the film is not covered by Material Warranty. See Application notes below. If excess heat or stretch is used during application, film may whiten and this is not covered by any warranty.

Product Data Sheet

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Graphics Solutions

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

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Physical Characteristics:

Property	Value	
Caliper, face	5.7 mil (142µm)	
Caliper, adhesive	1.2mil (30 µm)	
Applied Shrinkage, max.	<0.02"(508 mm)	
Elongation (Min)	90% at break	
Gloss	90%	
Adhesion:SS	15 min.	2.0 lbs/in (350 N/m)
	24 hrs.	2.5 lbs/in (437 N/m)
Flammability	Self Extinguishing	
Shelf-Life	1 year	
Durability	Vertical Exposure (horizontal)	3 Years Silver 2 years Colors (1 year)
Flammability	Self Extinguishing	
Min. Application Temperature	50° F (10°C)	
Service Temperature	-50° - 180°F (-45° - 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 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.

THE WARRANTY EXPRESSLY SET FORTH ABOVE IS IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR USE AND/OR NON-INFRINGEMENT. SELLER SPECIFICALLY DISCLAIMS AND EXCLUDES ALL OTHER SUCH WARRANTIES. NO WAIVER, ALTERATION, ADDITION OR MODIFICATION OF THE FOREGOING CONDITIONS SHALL BE VALID UNLESS MADE IN WRITING AND MANUALLY SIGNED BY AN OFFICER OF AVERY DENNISON.

AVERY DENNISON'S LIABILITY FOR DEFECTIVE PRODUCTS SHALL NOT EXCEED THE PURCHASE PRICE PAID THEREFORE BY PURCHASER AND IN NO EVENT SHALL AVERY DENNISON BE RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES WHETHER FORESEEABLE OR NOT, CAUSED BY DEFECTS IN SUCH PRODUCT, WHETHER SUCH DAMAGE OCCURS OR IS DISCOVERED BEFORE OR AFTER REPLACEMENT OR CREDIT, AND WHETHER OR NOT SUCH DAMAGE IS CAUSED BY AVERY DENNISON'S NEGLIGENCE.

All sales and contracts for sale of Products are subject to Purchaser's assent and agreement to this Warranty. Avery Dennison hereby objects to any terms or conditions contained in any purchase order or other communication of any kind from the Purchaser that is conflicting, inconsistent or additional to this Agreement.

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IMPORTANT INFORMATION:

SF100- Conform Chrome Series Films are chrome accent films designed to add special effects and a sporty touch to graphics. Before using, user shall determine the suitability of the product for its intended use and accepts responsibility to ensure compliance with any and all laws and regulations concerning the use of chrome film on vehicles or in the ultimate graphic application, end user assumes all risk and liability in connection therewith.

DO NOT OVERHEAT OR OVERSTRETCH GRAPHICS DURING APPLICATION. IF TOO MUCH HEAT OR STRETCH IS USED THE FILM WILL WHITEN AND THERE IS NO WARRANTY FOR WHITENING OF FILM DURING APPLICATION.

To minimize scratching during application, and during the life of the graphic, it is recommended that the convertor protects the film with the use of DOL1460. The DOL1460 laminated to the top of the film prior to application provides greater structure to the product, and improves abrasion resistance. However, greater care should be taken to ensure proper conformability for the end use application.

Some surface imperfections are not uncommon in the film, these are not considered a defect.

▲WARNING

Failure to install the film in full compliance with Avery Dennison's installation instructions may result in personal injury or property damage. Read and follow all instructions when installing the film.

Application:

Film is designed for application to solid surfaces like automobiles, buses, and trains and applied over existing graphic films.

All substrates must be cleaned according to Avery Dennison® recommended cleaning practices as outlined in IB# 1.1 "Substrate Cleaning and Preparation".

When utilizing Conform Chrome films, it is recommended that the applicator utilize a WetEdge Squeegee. The applicator should use the cloth wrapped edge, which is then wet with a soap & water solution in order to minimize any scratching of the chrome surface.

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Conform Chrome should be heated gently and applied to complex surfaces carefully. Excessive heat and stretching may cause product discoloration or “whitening”. Whitening is not covered by material warranty.

See Instructional Bulletin 4.00.2 [Application Instructions for Conform Chrome](#).

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Durability:

Durability is based on vertical exposure, unless otherwise notated. Definitions for exposure angles, and Zone Charts, which may reduce the overall durability of the product are available in Instruction Bulletin 1.3; [Durability of Films](#). Materials applied in horizontal applications in the USA desert southwest, or Zone 3 in the charts will have zero years durability coverage. Otherwise durability is shown above in the “Physical Characteristics” section of this data sheet.

Abrasion and Loss of Gloss are not covered by any Avery Dennison® Warranty. These changes are considered normal wear and tear.

Other factors which may directly affect durability of this product series is; surface texture, surface preparation, application methods, angle and direction of sun, environmental conditions, cleaning & maintenance.

Colors & Opacity:

Most colors are considered opaque; however it is up to the end user to determine if the level of opacity meets their needs. Color samples are available from samples.graphics@averydennison.com or through your sales, or customer service contact.

Description	Color	Description	Color	Description	Color
SF100-843-S LTR Easy Apply™ RS	Chrome/Silver	SF100-604-S LTR Easy Apply™ RS	Gold	SF100-256-S LTR Easy Apply™ RS	Blue
SF100-196-S LTR Easy Apply™ RS	Black	SF100-474-S LTR Easy Apply™ RS	Red		

Unsuitable Uses:

Film applied to stainless steel, non-Avery films, watercraft below the static water line, watercraft graphics which are not edge sealed, non-OEM painted vehicles, substrates with poor paint to substrate or paint to paint bond, substrates which are not clean and smooth (little to no variation in texture), graphics where application tape must adhere to liner, graphic removal from poor paint adhesion or existing graphics. Graphics exposed to oil, harsh chemical, or gasoline vapors or spills.

Application to Glass:

There is no coverage for graphics applied to glass, and possible breakage for glass applications of this film series.

Removability:

The removability listed in the physical characteristics section “Clean removability” means removable with less than 20% adhesive residue when using appropriate heat and chemical removal methods. See Instructional Bulletin 4.10 for removal instructions.

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Avery Dennison does not warrant removability from the following substrates:

- Surfaces with poor paint-to-substrate adhesion
- Wallboard (painted or unpainted)
- Pre existing graphics that must remain intact; note that there may be damage to existing graphic when the Avery Dennison film is removed
- Improperly cured paint
- Oxidized or chalked substrates
- Stainless Steel

Avery Dennison makes no warranty for:

- **Paint/Clear Coat Staining:** Avery Dennison does not warrant against vehicle paint staining that may be visible after removing material which has cracked or discolored. At the first sign of a change in the surface of the material contact your Avery Dennison Sales or Technical Representative.
- Ease or speed of removal of any graphic
- Removal from automotive paint that is greater than 5 years old
- Removal from paint that is improperly cured
- Removal from aged paint or metals, surface oxidation or chalking; user must test, approve and accept liability for such applications

Revisions are italicized

Patent Registration:

US6,630,049, US7,060,351, US7,344,618, EP1276605, EP1282472

Avery Dennison is a registered trademark of Avery Dennison Corporation

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