

# Avery Dennison<sup>®</sup> MPI 3900 Series

## Semi-Gloss

Clear Removable Kraft

Revision: 1 Dated: 04/03/17

### Uses:

Avery Dennison MPI 3900 Semi-Gloss Series are environmentally responsible alternative films compared to traditional self adhesive PVC films. Avery Dennison MPI 3901 offers a clear removable adhesive for short term promotional applications requiring removable adhesive performance. These films are especially well suited for applications such as Point-of-Purchase, Product Identification Labels, as well as Indoor & Outdoor Graphics, General Signage and Posters.



**Face:** 2.6 mil Polyolefin (65 microns) Semi-Gloss



**Adhesive:** Acrylic MPI 3901 - Removable (clear)



**Liner:** Clay-Coated Kraft (Removable)



**Durability:** Up to 1 year

**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 (<https://avery-us.color-base.com>)
- The film contains no PVCs or plasticizers, eliminates any halogen related disposal concerns and has a solvent free adhesive.

### Conversion:

- Drum Roller Sign-Cut
- Steel Rule Die-Cutting
- UV Inkjet
- Latex Inkjet (Compatible with HP Latex ink 821, 831, 871, 881 and 891)

Note: Product is not recommended for use for sheet-fed conversion.

### Common Applications:

- Wall Murals
- POP/ Tradeshow
- Outdoor Signage

## Product Data Sheet

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### Physical Characteristics:

Property	Typical Values	
Caliper, face	2.6 mil (65 µm)	
Caliper, adhesive	1.0 mil (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%	15 lb/in (2.6 kg/cm)	
Tensile @ Break	21 lb/in (3.7 kg/cm)	
Elongation	Min 100%	
Gloss	Hunter Gloss @ 60	70 GU ±10
Adhesion: 15 min	Removable	1.0-2.0 lb/in (175-350 N/m)
	24 hr	Removable 1.5-3.0 lb/in (263-525 N/m)
Removability	MPI 3901	1 year from most substrates.
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	Up to 1 year
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

## 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<sup>®</sup> website ([www.graphics.averydennison.com](http://www.graphics.averydennison.com)).

Document Title	Reference Number
Premask Recommendations	Instructional Bulletin #5.50
Printing, Processing, and Application Instructions for Interior Wall Graphics	Instructional Bulletin #6.50

## Expected Durability & Lamination Requirements

Description	Unprinted Durability	Printed Expected Durability	Laminate
MPI 3901 Semi-Gloss Removable	1 year	Up to 1 year	Not required. Compatible with DOL 3000 series or DOL 6560 Gloss

## Additional Notes:

**Avery Dennison does not warrant damage to the interior wall surface caused by removing film even if a removable adhesive was used. Removing a graphic can cause damage to the wall.** Due to the variety of wall surfaces Avery Dennison<sup>®</sup> cannot guarantee damage free removal. The amount of damage can be reduced or eliminated by following the inspection, cleaning and preparation guidelines provided in Instructional Bulletin #6.50.

Revisions are italicized

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