Avery® MPI 2923 Easy Apply™

Matte White Polymeric Calendered Vinyl

Features

- Matte white polymeric calendered vinyl film offering a cost effective solution for your intermediate outdoor graphic needs
- Easy Apply™ adhesive technology with air egress channels to easily eliminate bubble and wrinkle during application
- Excellent printability across a range of technology and inks
- Matte finish for low glare appearance
- StaFlat™ liner provides excellent handling and converting properties
- Reliable outdoor durability and performance
- Very good dimensional stability after application
- Grey adhesive provides extra opacity for blockout performance
- Permanent adhesive for excellent adhesion to most surfaces
- Compatible with the Avery DOL 2000 series overlaminates

Description

Film: 86 micron matte white polymeric calendered vinyl

Adhesive: Grey permanent acrylic with Easy Apply™ Technology

Backing: Two side PE coated StaFlat™ paper, 145g/m^2

Outdoor life**: Up to 5 years (unprinted)

Application surface: Flat, simple curves

Conversion*

☐ Flat bed cutters	☐ Cold overlaminating
☐ Friction fed cutters	☐ Electrostatic printing
☐ Die cutting	■ **Latex inkjet**
☐ Thermal transfer	■ **Eco solvent inkjet**
■ **Screen printing**	■ **Solvent inkjet**
☐ Offset printing	■ **UV curable inkjet**

*Always test with your combination of printer and inks prior to commercial use.

Common Applications

- Outdoor signage
- Point of purchase
- Outdoor advertising
- Indoor advertising
- Exhibition graphics
- Window graphics

Application

- Avery Graphics recommends a maximum total ink limit of 270% to ensure optimal performance.
- Dry application only. Do not use water and detergent or a commercial application fluid to position the graphic.
- Refer to Instructional Bulletins 1.01, 1.4, 4.06 & 4.14 for printing, laminating and application instructions.

Uses

Avery MPI 2923 Easy Apply is a matte white polymeric calendered vinyl film designed for ease of application on a wide range of intermediate outdoor and general signage applications where, good outdoor durability, high opacity and good print quality are required.

Physical characteristics

General

Caliper, facefilm	ISO 534	86 micron
Caliper, facefilm & adhesive	ISO 534	111 micron
Dimensional stability	DIN 30646	0.6mm max.
Gloss	Hunter Gloss at 60°	15
Adhesion, initial	FINAT FTM-1, stainless steel	700 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	***
Flammability		Self extinguishing
Shelf life	Stored at 20-25° C / 45-55 % RH	2 years
Durability **	Vertical exposure unprinted/printed^	up to 5/3 years

^With recommended overlaminate, see ICS Performance Guarantee Durability Bulletin for your specific printer and ink for further information

Thermal

Application temperature	Minimum: + 10°C
Temperature range	- 40°C to + 82°C

Chemical

Resistant to most mild acids, alkalies and salt solutions.

Note

Materials have to be properly dried and cured before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

Important

Information on physical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of any material for their specific use.

All technical data is subject to change without prior notice.

Warranty

Avery® materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give guarantee, warranty, or make any representation contrary to the foregoing.

All Avery® materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

****Durability**

Durability is based on exposure conditions in the Asia Pacific region. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing north in the southern hemisphere or south in the northern hemisphere; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased.

*Compatible with most printer and ink combinations. Test prior to use.

***Information unavailable at time of printing.

Test Methods

Dimensional stability:
Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°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 or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

Flammability:
A specimen applied to aluminium 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.

Temperature range:
A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 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. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

Corrosion Resistance:
A specimen applied to aluminium is exposed to saline mist (5% salt) at 35ºC. After exposure, the film is removed and the panel is examined for traces of corrosion.