

# PRODUCT DATA SHEET

## Avery Dennison MPI™ 3010 and MPI™ 3011

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### Introduction

Avery Dennison MPI 3010 and 3011 are white monomeric calendered self-adhesive vinyls with fit for purpose performance, suitable for applications with large viewing distance and recommended for a wide range of short term promotional applications on flat substrates.

### Description

Film : 80 micron gloss white monomeric calendered vinyl

Adhesive : MPI 3010 - permanent, acrylic based  
MPI 3011 - removable, acrylic based

Backing paper : clay coated kraft paper, 125g/m<sup>2</sup>

### Conversion

Avery Dennison MPI 3010 and MPI 3011 are multi-purpose vinyls, developed for use on various super wide format printers using hard solvent, eco-, mild/low solvent, as well as UV curable or latex ink.

To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 3010 and MPI 3011 are recommended to be overlaminated with Avery Dennison® DOL 3000 Gloss, Avery Dennison® DOL 3100 Matt or Avery Dennison® DOL 3200 Lustre.

### Uses

- Short term large promotional graphics with longer viewing distances
- Flat indoor and outdoor advertising graphics
- Large point-of-sale exhibition graphics
- Construction signs

### Features

- Good printability for intended use and good handling on selected printers<sup>3)</sup>
- Acceptable cutting and application on a wide variety of substrates.
- Excellent price/performance ratio for indoor and outdoor promotional graphics.

<sup>3)</sup> For shorter viewing distances and/or images with high resolution needs, we recommend MPI 3000. Please check compatibility of the product with your specific printer and determine its suitability for the intended use.

Physical properties <sup>4)</sup>

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	80 micron
Opacity	ISO 2471	90%
Dimensional stability	FINAT FTM 14	<1.0 mm <sup>5)</sup>
Adhesion, initial		
<b>MPI 3010</b>	FINAT FTM-1, stainless steel	500 N/m
<b>MPI 3011</b>	FINAT FTM-1, stainless steel	310 N/m
Adhesion, ultimate		
<b>MPI 3010</b>	FINAT FTM-1, stainless steel	700 N/m
<b>MPI 3011</b>	FINAT FTM -1, stainless steel	465 N/m
Removability	<i>Clean removability up to 1 year; <b>Not</b> when applied to : Nitrocellulose paints, ABS, polystyrene, (too) fresh paints and certain types of PVC.</i>	
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability, unprinted	Vertical exposure	up to 2 years

Temperature range

Features	Results
Minimum application temperature:	≥ 10° C
Temperature range:	- 40 to +100 °C

**NOTE:** Materials have to be properly dried before further processing, like laminating, varnishing or application. The residual solvents can otherwise change the products' specific features

*For good print and converting result we recommend to let the rolls acclimatize in the print/lamination room at least 24 before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.*

*Generally, constant material storage conditions of ideally 20°C (+/-2°C) /50% rh (+/- 5%), without too big climate deviations, will support a more robust and stable printing/converting process. For further details, please refer to TB 1.11.*

Important

Information on physical and chemical 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 this material to their specific use. All technical data are subject to change.

Warranty

Avery Dennison® branded 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 any guarantee, warranty, or make any representation contrary to the foregoing.

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

1) Test methods

More information about our test methods can be found on our website.

2) Durability

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.

3) Printability

For shorter viewing distances and/or images with high resolution needs, we recommend MPI 3000. Please check compatibility of the product with your specific printer and determine its suitability for the intended use.

4) Physical Properties

Since this is interim document the data presented here will be subject to change after validation process is completed

5) Shrinkage of printed material may be higher for some printing platforms.