

Avery[®] MPI White Electrostatic

150mic Gloss White Static Cling Vinyl

Features

- Re-usable without leaving adhesive residue
- Excellent printability, conversion and application characteristics
- Good dimensional stability during use
- High gloss finish for superior appearance
- Up to 2 years outdoor durability
- Good UV resistance

Description



Film: 150 micron gloss white soft PVC film



Adhesive: Static Electricity



Backing: 130gsm cast coated kraft paper



Outdoor life: Up to 2 years (unprinted)

Conversion*

- | | |
|--|---|
| ☐ Flat bed cutters | ☐ Cold overlaminating |
| ☐ Friction fed cutters | ☐ Water based inkjet |
| ☒ Die cutting | ☒ Eco solvent inkjet |
| ☐ Thermal transfer | ☒ Solvent inkjet |
| ☒ Screen printing | ☒ UV cured inkjet |

Common Applications

- Window graphics
- Point of purchase
- White goods decals
- Indoor advertising

Uses

Avery MPI White Electrostatic offers good layflatness and is suitable for short term indoor and outdoor promotional decals applied to glass, enamel or clean polished surfaces. It is ideal for point of sale advertising on high value goods (plasma TVs, brushed chrome fridges, cars etc).

Physical characteristics

General

Caliper, facefilm		150 micron
Caliper, facefilm & adhesive		n/a
Dimensional stability		***
Gloss		***
Adhesion, initial	FINAT FTM-1, float glass	n/a
Adhesion, ultimate	FINAT FTM-1, stainless steel	n/a
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability **	Vertical exposure	up to 2 years (unprinted)

Thermal

Application temperature	Minimum: + 5°C
Temperature range	+ 5°C to + 65°C

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.

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.

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**

The durability is based on Australian 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 north; 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.

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 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.