

Avery® IC MPI 2923/ 2903 Easy Apply

Permanent / Easy Apply / StaFlat

formerly: NEW PRODUCT

Revision: 1

Dated: 01/26/2010

Uses:

Avery IC MPI 2923 & 2903 Easy Apply (also known as EZ) Series are calendered vinyl films which offer exceptional value for applications requiring a mid-term durable product combined with an opaque, permanent adhesive. IC MPI 2923 and 2903 Easy Apply Series films are well suited for applications such as Point-of-Purchase, Product Identification Labels, Medium Term OEM Decals as well as Outdoor and General Signage.



Face: calendered
2903 - 3.0 mil (75 µm)
2923 - 3.4 mil (86 µm)



Adhesive: Permanent Gray
Acrylic



Liner: 90# StaFlat



Durability: Up to 5 years
(unprinted)

**Application
Surfaces:**

Flat, simple curves (restricted to
non-spill areas)

Features:

- Gray adhesive provides opacity to covers whatever is underneath
- MPI2903 Gloss Easy Apply gloss finish
- MPI2923 Matte Easy Apply , matte finish
- Good durability and outdoor performance for short to mid-term applications
- Great image clarity and color pop
- ICC profiles available on Avery website (www.iccprofiles.averygraphics.com)

Conversion:

- ☐ Thermal Die-Cutting
- ☒ Flat Bed Sign-Cut
- ☒ Drum Roller Sign-Cut
- ☒ Steel Rule Die-Cutting

- ☐ Thermal Transfer
- ☐ Screen Printing
- ☒ Cold Overlaminating
- ☐ Water based inkjet

- ☒ Solvent based inkjet
- ☒ Mild/Eco Solvent inkjet
- ☒ UV inkjet

Common Applications:

- ☐ Fleet
- ☐ Vehicle
- ☐ Marine/ Watercraft

- ☐ Backlit Signs
- ☒ Wall Murals
- ☒ POP/ Tradeshow

- ☐ Window Graphics
- ☒ Outdoor Signage
- ☐ Floor Graphics

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Physical Characteristics:

Property		Value
Caliper, face		2903 - 3.0 mil (75 µm) 2923 - 3.4 mil (86 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability	unprinted	<0.025" (0.588 mm) Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Gloss	Hunter Gloss @ 60	2903 - 90 2923 - 15
Adhesion: 15 min.		4.0 lbs/in (700 N/m)
Flammability		Self Extinguishing
Shelf-Life		1 year
Durability	Vertical Exposure unprinted/printed*	2903 - up to 4/3 years 2923 - up to 5/4 years
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.

* With appropriate laminate, see Digital Media Selector for further information

Important:

Information on physical and chemical characteristics are based on tests believed to be reliable. The values are intended only as a source of information. This information is given without guaranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of any material for their specific purpose. (Data represents average values where applicable, and is not intended for specification purposes)

Warranty:

All statements, technical information 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 with the understanding that Purchaser has independently determined the suitability of such products for its purposes. Avery Dennison products are warranted to be free from defects in material and workmanship for either one year (or the period stated on the specific product information literature in effect at time of delivery, if longer) from date of shipment if said product is properly stored and applied. 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 to repair or replacement of defective product without charge at Avery Dennison's plant or at the location of product (at Avery Dennison's election), or in the event replacement or repairs is not commercially practical, to Avery Dennison's issuing Purchaser a credit reasonable in light of the defect in the product.

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.

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AnswerLine: 800-231-4654
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Dimensional stability:

Is measured on a 6" x 6" (150 x 150 mm) aluminum panel to which a specimen has been applied; 72 hours after application the panel is scored in a cross pattern, exposed for 48 hours to 150°F (65°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 panel, 24 hours after the specimen has been applied under standardized conditions. Initial adhesion is measured 15 minutes after application of the specimen.

Flammability:

A specimen applied to aluminum 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.

Revisions are italicized

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