

# PRODUCT DATA SHEET

## Avery Dennison<sup>®</sup> MPI<sup>™</sup> 3040 Transparent

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### Introduction

Avery Dennison Multi Purpose Inkjet 3040 is a transparent gloss monomeric calendered vinyl with a permanent adhesive, recommended for a wide range of short term promotional applications on flat surfaces.

### Conversion

Avery Dennison MPI 3040 is a multi-purpose vinyl, developed for use on various super wide format inkjet printers using solvent, eco-/ mild-solvent, latex and UV curable inks. In case of wet application on transparent substrates white spots could remain visible from reverse side.

To enhance colour and to protect images against UV radiation and abrasion, it is recommended to protect Avery Dennison MPI 3040 series films using an overlaminate or varnish. For recommended

combinations of DOL films and media, please refer to "Technical Bulletin 5.3. Recommended combinations of Avery Dennison Overlaminates and Avery Dennison Digital Print Media".



#### Face Film

95 micron gloss transparent monomeric calendered vinyl



#### Adhesive

Permanent, clear, acrylic based



#### Backing

Clay coated kraft paper, 125 g/m<sup>2</sup>



#### Durability

3 years



#### Shelf Life

2 years

### Recommendations

- » Window graphics (dry application recommended)
- » Fleet and bus advertising
- » Short term in- and outdoor advertising
- » Posters, panels and signs at exhibitions
- » Vehicle decorations and advertising
- » Point of sale promotions

### Features

- » Excellent printability and handling on selected printers
- » Easy cutting and application
- » Excellent price/performance ratio for outdoor promotional graphics

## Physical Characteristics

	Test method <sup>1</sup>	Results
<b>Product</b>		
Caliper, facefilm (micron)	ISO 534	95
Caliper, facefilm + adhesive (micron)	ISO 534	115
Dimensional stability (mm max.)	FINAT FTM 14	0.5
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability <sup>2</sup> (years)	Vertical exposure	3
Fire Classification Rating	EN 13501-1	B-s1, d0
<b>Adhesive</b>		
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	560
Adhesion, after 24 hours (N/m)	FINAT FTM-1, stainless steel	750
<b>Temperature range</b>		
Application temperature (min °C)		10
Service temperature (°C to +°C)		-20 - +80
<b>Chemical properties<sup>3</sup></b>		
Chemical resistance	Mild acids	No effect
Solvent resistance	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

## Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

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) Prolonged immersion in gasoline and similar fluids is not recommended.

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