# **PRODUCT DATA SHEET**

## Avery Dennison® MPI 2005 EA RS

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## Introduction

Avery Dennison Multi Purpose Inkiet 2005 Easy Apply RSTM is a high quality calendered film designed for use in fleet marking and corporate identification applications providing enhanced ease-of-use during application.

Avery Dennison's Easy Apply RSTM technology offers the benefit of reduced wrinkling and air entrapment inherent in the application of decals and graphics. Entrapped air can easily be rubbed out without the need to puncture the film. In addition, the Easy Apply RSTM technology allows for easy positioning of the graphics.

Avery Dennison MPI 2005 Easy Apply RSTM is recommended for use on flat or slightly curved surfaces.

#### Conversion

Avery Dennison MPI 2005 Easy Apply RSTM is a multi-purpose vinyl, developed for use on various super wide format inkjet printers using solvent-, eco/mild solvent-, UV curable and latex inks.

To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 2005 Easy Apply RSTM is recommended to be protected 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".

Do NOT use wet application methods for Avery Dennison Easy Apply products

#### **Recommendations**

- ≫ Large fleet graphics on flat or slightly curved surfaces.
- Corporate identity graphics and logos. ≫
- $\gg$ Interior & exterior signs.
- ≫ Window decoration.
- $\gg$ Durable advertising, requiring clean removal after the intended period of use.

#### Features

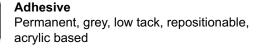
- Eliminates wrinkles and bubbles: Air egress technology allows outflow of air ≫
- >>> Slides smoothly for exact positioning: RS technology provides stand-off from surface until pressure is applied
- Easy reposition-ability: lays down smoothly after removal without losing tack  $\gg$
- $\gg$ Year-round performance: reduces application time regardless of season and environment
- ≫ Smooth, high gloss face: looks like glossy paint when laminated with DOL 1460 3D-Laminate
- Clean long-term removability: permanent adhesive with long-term removability ≫
- ≫ High opacity: hiding substrate colour differences.
- Durable: Good outdoor durability, humidity and saltspray resistance. >>>





Face Film 80 micron glossy calendered vinyl







Backing Staflat liner



Durability 7 years

Shelf Life 1 years

### **Physical Characteristics**

Features	Test method <sup>1</sup>	Results
Caliper, facefilm (micron)	ISO 534	80 micron
Caliper, facefilm + adhesive (micron)	ISO 534	120 micron
Gloss	ISO 2813, 20 °	50 %
Dimensional stability	FINAT FTM 14	0.3 mm max
Tensile strength	DIN 53455	28 N/mm2
Elongation	DIN 53455	100 %
Adhesion, initial	FINAT FTM-1, stainless steel	450 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	600 N/m
Flammability		Self-extinguishing
Shelf life	Stored at 22° C/50-55 % RH	1 years
Durability, unprinted	Vertical exposure	7 years
Temperature range		
Features		Results
Minimum application temperature:		≥ 10 °C

**NOTE:** Materials have to be properly dried before further processing, for example laminating, varnishing or application. The residual solvents could 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.

- 45 °C to + 80 °C

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

Service temperature:

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<sup>1)</sup> Test methods: More information about our test methods can be found on our website.

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