

# PRODUCT DATA SHEET

## Avery Dennison® 440 Gloss Transparent

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### Introduction

Avery Dennison 440 Gloss Transparent is a multi-purpose screenprint film for a wide variety of relatively short-term applications. It is available with different adhesives and liners to suit specific uses.

### Description

Facefilms: 90 micron, monomerically plasticised gloss transparent vinyl film

Availability

	Adhesive ➡	Permanent	Removable	UR New
<b>Backing</b> ⤵ (one side coated kraft liner)				
Standard		<b>x</b>	<b>x</b>	<b>x</b>
Scored backing* (parallel cracklines)		<b>x</b>	<b>x</b>	

\* Scored Backing liner consists out of liner with crush-scored lines, running in the machine direction, **62 mm** apart. Bending along one of the lines will crack the backing open for easy removal. The functionality of scored backing products is strongly related to the size of the graphic (sticker, label etc.). We advise not to use scored backing for graphics larger than A4 (210 x 297 mm) or smaller than A8 (52 x 74 mm). Also the direction of the scorelines is of importance; for graphics from A8 to A6 (105x 148 mm) it is recommended to have the scorelines parallel to the short side of the label. For products not complying to these recommendations Avery Dennison does not take responsibility for the functionality of the scorelines. For the effect of scorelines on transparent film for window applications and/or printing with translucent inks please refer to our technical documentation on our website.

### Features

Avery Dennison 440 Gloss Transparent features excellent conversion and printing characteristics. Avery Dennison 440 Gloss Transparent has excellent layflatness and dimensional stability properties to ensure high output and exact registered prints. Avery Dennison 440 Gloss Transparent has excellent outdoor exposure properties.

### Printability

**Offset-printed:** with UV-curing inks, which are resistant to plasticiser / suitable for films and  
**Screen-printed:** with conventional (i.e. solvent-based) and UV-curing inks.

Consult your printing ink supplier about suitable printing inks. All printing inks should be tested for suitability prior to use.

### Recommendations for use

- Short term outdoor advertising
- Posters, panels and signs at exhibitions
- Billboard advertising
- Public transport advertising
- Vehicle decorations and advertising, vehicle part labelling
- Labels and stickers
- Point of sale promotions (on e.g. electrical appliances using ultra-removable)
- Large size window advertising and decorations (ultra-removable)

For information regarding EHS regulation please visit our website under downloads "Technical bulletins "TB 7.8 Product Compliance Avery Dennison Promotional Screen" and for technical guidance "Technical bulletins" – Screen printing.

**Physical properties**

Features	Test method	Results
Caliper, facefilm	ISO 534	90 micron
Grammage, facefilm	ISO 536	114 g/m <sup>2</sup>
Caliper, backing paper	ISO 534	132 micron
Grammage, backing paper	ISO 536	128 g/m <sup>2</sup>
Gloss	ISO 2813, 20°	70 %
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability <sup>2</sup>	Vertical exposure	2 years

**Adhesives**

- Permanent Removable<sup>3)</sup> General-purpose emulsion acrylic adhesive with high initial adhesion on most common substrates. General-purpose emulsion acrylic adhesive for applications where excellent removability<sup>3)</sup> after the intended period of use is required.
- Ultra-Removable<sup>3)</sup> Special purpose emulsion acrylic removable adhesive with extra low adhesion level to facilitate removal<sup>4)</sup> of applied films from products in shops, point-of-sale ads etc.

<sup>3)</sup> Removability up to 1 year

<sup>4)</sup> Not when applied to: Nitrocellulose paints, too fresh paints, ABS, Polystyrene, (fresh) screenprinting inks, certain types of PVC, Polycarbonate, PMMA.

	Permanent	Removabl	UR New
Adhesion (N/m) (FTM 1 on steel/after 24h)	800	200	180
Tack (N/m) (FTM 9 on glass)	320	200	120
Minimum application temperature	> +5	> +5	> + 5
Service temperature range up to 24 hrs (°C)	+ 80	+ 80	+ 120
up to 1 hr (°C)	+ 110	+ 125	+ 140
Resistance to cold (°C) <sup>1)</sup> down to	- 40	- 20	- 40

<sup>1)</sup> Not fully resistant until after adhesion reaches full strength – after at least 24 hrs

**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 without notice.

**Warranty**

All Avery Dennison statements, technical information and recommendations are based on 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. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

**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.