

PRODUCT DATA SHEET

SP 1504 Easy Apply™

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Introduction

The Avery Dennison® SP 1504 Easy Apply™ is a gloss white, premium quality self-adhesive PU blend. The film is highly conformable and opaque, and offers excellent durability. Combined with a SL 6460 overlamine, it is a wrapping film highly recommended for challenging applications such as rivets and corrugations. In addition, SP 1504 features the Easy Apply™ technology with an air-egress feature, and in combination with a low initial tack, it allows for easy repositioning. Having a face film based on PU blended material, it offers a PVC-free alternative to traditional vinyl films, containing no chlorine, phthalates and other halogens, reducing emissions of volatile organic compounds (VOCs).

Conversion

SP 1504 Easy Apply is a premium product, delivering excellent durability for a wide range of graphics applications. The film is suitable for use on a variety of super-wide format inkjet printers using solvent, eco solvent, UV or latex inks.

To enhance colour and to protect images against UV radiation and abrasion, it is recommended to protect Avery Dennison SP 1504 Easy Apply using an overlamine - Avery Dennison SL 6460 Gloss conformable overlamine.

For more details and recommended combinations of SL films and media, please refer to “Technical Bulletin 5.3 - Recommended combinations and durability of Avery Dennison MPI/SP and Avery Dennison DOL/SL Series Films”. For detailed information on how to apply the product, please refer to “Technical Bulletin 5.10 - Application of Avery Dennison PVC-free Wrapping Film”.

Recommendations

- » Large fleet graphics on flat, curved, riveted and corrugated surfaces
- » Vehicle wrapping applications
- » Interior & exterior signs
- » Durable advertising

Features

- » PU blended face film, offering a PVC-free alternative to traditional vinyl films
- » Superb 3D conformability for demanding vehicle and fleet wrapping projects
- » Easy installation due to great repositionability
- » Stunning and consistent image quality on a variety of printers using solvent, eco-solvent, UV or latex inks
- » Long outdoor durability, up to 10 years unprinted
- » ICS Performance Guarantee
- » HP Latex Certified



Face Film

60 micron gloss white PU blend



Adhesive

Permanent, grey acrylic based



Backing

Easy Apply™ Gloss Two side PE coated StaFlat™ paper, 155g/m2



Durability

10 years (unprinted, vertical exposure)



Shelf Life

2 years

Physical Characteristics

| | Test method ¹ | Results |
|--|------------------------------|--------------------|
| Product | | |
| Caliper, facefilm (micron) | ISO 534 | 60 |
| Caliper, facefilm + adhesive (micron) | ISO 534 | 90 |
| Opacity | | >99% |
| Dimensional stability (mm max.) | FINAT FTM 14 | 0.4 |
| Shelf life (years) | Stored at 22° C/50-55 % RH | 2 |
| Durability ² (years) | Vertical exposure | 10 |
| Fire Classification | EN13501-1 | B-s1,d0 |
| Adhesive | | |
| Elongation (%) | ISO-527-3 | > 150 |
| Adhesion, initial (N/m) | FINAT FTM-1, stainless steel | 160 |
| Adhesion, after 24 hours (N/m) | FINAT FTM-1, stainless steel | 400 |
| Temperature range | | |
| Application temperature (Minimum: °C) | | ≥10 °C |
| Service temperature (°C to +°C) | | - 40 °C to + 80 °C |
| Chemical properties³ | | |
| Chemical resistance | Mild acids | No effect |

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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