

## PRODUCT DATA SHEET

# Avery Dennison® MPI™ 3040 Transparent Film

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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.

### Description

Film	:	100 micron gloss transparent monomeric calendered vinyl.
Adhesive	:	permanent, acrylic
Backing paper	:	kraft paper, 125 g/m2

### 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".

### Uses

- 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.

## PRODUCT CHARACTERISTICS

Avery Dennison® MPI™ 3040

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	100 micron
Opacity	ISO 2471	60%
Dimensional stability	FINAT FTM 14	0,5 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	600 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	800 N/m
Flammability		Self-extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability, unprinted	Vertical exposure	3 years

### Temperature range

Features	Results
Minimum application temperature:	≥ 10 °C
Service temperature:	- 40 °C to + 100 °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 24h. before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.

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

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. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

### Warranty

Avery Dennison® branded materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing. All Avery Dennison® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

### 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.