

Product Data Bulletin

MPI 3100 Glossy Economy Calendered (Revision 4)

Dated: 11/29/07

Description:

Avery Dennison™ MPI 3100 Film is a flexible, white glossy calendered vinyl film. MPI 3100 offers exceptional value for applications requiring a glossy mid-term durable product combined with permanent adhesive performance. MPI 3100 is especially well suited for applications such as Point of Purchase, Product Identification Labels, Medium Term OEM Decals as well as Outdoor and General Signage.

Construction:

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| Face Film: | 3.2 mil (81 m) glossy calendered vinyl film |
| Adhesive: | Permanent, clear, acrylic pressure-sensitive |
| Release Liner: | 70# StaFlat® |

Physical Properties:

The following information on physical and chemical characteristics is based upon tests believed to be reliable. The values are intended only as a source of information. They are given without guarantee and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of this material for his/her specific purpose (Data represents averages and is not intended for use as a specification).

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| Recommended Print Method: | Solvent Inkjet. Reference IB #5.80 for recommended printer/ink combinations. NOTE: Avery Graphics recommends a maximum ink load of 250% to ensure optimal performance of the MPI products. |
| Premask: | Reference IB #5.50 for recommendations. |
| Outdoor Durability: (unprinted film) | 4 years |
| Outdoor Durability: (printed film) | Up to 3 years when properly processed and applied (vertical exposure). Reference IB #1.30 for durability guidelines. |
| Minimum Surface/Ambient Air Application Temperature: | 50° F (10° C) |
| Maximum Application Temperature: | 100°F (38°C) |
| Service Temperature Range: | -40° F to 176° F (-40° C to 80° C) (Reasonable range of temperatures which would be expected under normal environmental time and temperature conditions). |
| Application Surface: | Flat or simple curves |
| Removability: | Clean removal for warranted life of the graphic from recommended OEM substrates. Heat and proper removal methods are required. |
| Chemical Resistance: | Resistant to most mild acids, alkalis and salt solutions |
| Shelf Life: | One year when stored at the following temperatures and humidity conditions 68°-77° F (20° - 25° C) and 50±5% R. H. |
| Typical Film Caliper (w/adhesives): | 4.0 mils (109 µm) |
| Dimensional Stability | Good. Determined by measuring shrinkage of film applied to 35 in. ² (232 cm ²) aluminum test panel after 72 hrs. aging at 73° F (23° C) and 50±5% R. H. followed by 48 hrs. at 150° F (65°C) |



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Application Information:

The following Avery Dennison literature will provide complete information to the user for proper application, storage, and other requirements and is available upon request from your Avery Dennison representative or from the Avery Dennison website (www.digital.averygraphics.com).

| Instructional Bulletins: | I B # |
|--|--------------|
| Substrate Cleaning and Preparation | #1.10 |
| Storage, Maintenance and Cleaning of PVC Films | #1.20 |
| Application Instructions | #4.00 |
| Premask Recommendations | #5.50 |
| Removal Instructions | #4.10 |

Conversion Information:

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|--------------------------------|---|
| Thermal Die-Cutting: | 290° F - 300° F (143° C to 149° C) for 0.5 - 1.0 second. Cutting temperatures and dwell times will vary with differences in die configuration and individual machines. Always test prior to production. |
| Steel Rule Die-Cutting: | Yes |

Revisions have been italicized.

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