PRODUCT DATA SHEET

Avery® 7541 Functional Film – Transparent PVC

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Introduction
Avery 7541 Functional Film is a general purpose film for protection of car exteriors. The film can be applied to critical areas on the car exterior, protecting the paint against stone chipping and other mechanical forces.

Description
Facefilm: 150 micron, specially modified vinyl film
Adhesive: permanent, UV resistant, acrylic based
Backing paper: one side coated bleached kraft paper, 140 g/m²

Conversion
Avery 7541 Functional Film can best be converted by means of die cutting.

Features
- Good protection characteristics.
- High transparency.
- Excellent durability.
- Excellent adhesion to car paints.
- Allows application to slightly curved car exterior parts

Recommendations for use
- Protection against a variety of potential damages of car exteriors.
- Avery 7541 Functional Film should not be applied at areas where it can be exposed to (prolonged) dripping or immersion to gasoline, diesel oils etc.
- Avery 7541 Functional Film should not be applied to horizontal car parts.

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PRODUCT CHARACTERISTICS

Physical properties

Features	Test method[1]	Results
Caliper, facefilm	ISO 534	150 micron
Gloss:	ISO 2813, 20º	55 %
Dimensional stability	DIN 30646	0,3 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	500 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	720 N/m
Flammability		Selfextinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability [2]	Vertical exposure	5 years

Temperature range

Features	Results
Minimum application temperature:	10° C
Temperature range:	- 40° to +110° C

Chemical properties

Features	Test method[1]	Results
Humidity resistance	20 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Chemical resistance	Mild acids	No effect
	Mild alkalis	No effect
Solvent resistance	Applied to aluminium:	
	Antifreeze, 4 hours immersion	No effect
Cleaning	Film withstands cleaning with hot water high pressure cleaning equipment.	

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.

Warranty
Avery® 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® 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.

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