



Avery Graphics™ Catalogue

A guide for sign makers,
digital printers, screen printers,
and application teams



GRAPHICS™



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Table of Contents

1 Signage

Avery Graphics™ films for computer sign cutting

- 1.1 Coloured Films
- 1.2 Products for Illuminated Signage
- 1.3 Window Graphics Films
- 1.4 Specialty Films
- 1.5 Reflective and Fluorescent Films for road traffic and safety signage, conspicuity markings
- 1.6 Ancillary Signmaking Products

2 Digital

Avery Graphics™ films for wide-format digital printing:
UV-cured, solvent, and eco-solvent inks

- 2.1 Gloss White Films
- 2.2 Matt White Films
- 2.3 Translucent White Films
- 2.4 Transparent Films
- 2.5 Films for Specialty Applications

Avery Graphics™ overlaminating films for
digitally-printed graphics

- 2.6 Glossy Overlaminating Films
- 2.7 Matt Overlaminating Films
- 2.8 Lustre-finish Overlaminating Films
- 2.9 Overlaminating Films for Specialty Applications

3 Screen

Avery Graphics™ films for screen process printing

- 3.1 Opaque Films – Gloss White Films
- 3.2 Opaque Films – Matt White Films
- 3.3 Opaque Films – Coloured Films
- 3.4 Transparent Films
- 3.5 Metallized Films and Solid Foils
- 3.6 Specialty Films

4 Banners

Banners, Textiles, and Flexible Substrates

- 4.1 Banners and Textiles
- 4.2 Flexible Substrates for self-adhesive vinyls and digitally-printed graphics

5 Avery® Tools

6 Avery® Professional Workshops

7 Glossary of Terms

1.1 Coloured Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 900 Super Cast	<ul style="list-style-type: none"> - The ultimate product choice for corporate identity applications - Paint-like high-gloss finish – top-quality cast vinyl - Outstanding colour programme – fast custom colour matching, even for small orders, over 1000 Pantone-licensed colours, plus extensive range of standard stock colours - Super-conformability to any substrate – like a second skin, even over corrugations and rivets - Outstanding durability and outdoor performance - Dimensionally-stable – excellent conversion and application 	Permanent	50 µm	Gloss	12 years	163	Yes	10 °C	-50 °C to +110 °C	0.375 x 25/50 m (SPR), 0.75 x 50 m (SPR), 0.615 x 25/50 m, 1.23 x 25/50 m
Avery® Supreme Wrapping Films	<ul style="list-style-type: none"> - For vehicle wraps and corporate identity applications - Avery® Easy Apply air release adhesive technology – simple and easy application - Long Term Removability - Outstanding durability and outdoor performance due to dirt repellent film characteristics - Highly conformable cast film - High gloss finish 	Permanent	80 µm	High gloss	12 years	20	Yes	7 °C	-50 °C to +110 °C	1.37 x 25 m
Avery® 800 Premium Cast	<ul style="list-style-type: none"> - Excellent conformability on most substrates, including curves (2D) - Excellent durability and outdoor performance - Strong portfolio of standard stock colours plus colour matching - Excellent cutting and weeding - Long Term Removability - High gloss cast vinyl 	Permanent	50 µm	Gloss	10 years	81	Yes	10 °C	-40 °C to +110 °C	0.375 x 50 m (SPR), 0.75 x 50 m (SPR), 0.615 x 50 m, 1.23 x 50 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® Intermediate Wrapping Films	<ul style="list-style-type: none"> - For vehicle wraps and corporate identity applications - Easy to apply and size by manual cutting - Avery® Easy Apply air release adhesive technology – simple and easy application - For flat and lightly-curved surfaces - High-quality polymeric calendered vinyl 	Permanent	70 µm	Gloss	7 years	16	No	10 °C	-40 °C to +100 °C	1.52 x 50 m
Avery® 700 Premium Films	<ul style="list-style-type: none"> - Versatile workhorse range for most everyday durable signage - Excellent range of standard colours - Durable, conformable - Excellent dimensional stability - High gloss polymeric calendered vinyl 	Permanent	64 µm	Gloss	8 years	120	Yes	10 °C	-40 °C to +110 °C	0.375 x 50 m (SPR), 0.75 x 50 m (SPR), 0.50 x 50 m, 0.615 x 50 m, 1.00 x 50 m, 1.23 x 50 m
Avery® 500 Event Films – Gloss	<ul style="list-style-type: none"> - Ideal for exhibition graphics and other short-term event graphics, and point-of-sale work - Excellent cutting and weeding, blue contrast backing on white films - Approved to international fire rating classifications - Monomeric calendered vinyl 	Permanent	70 µm	Gloss	5 years	48	Yes	10 °C	-40 °C to +100 °C	0.375 x 50 m (SPR), 0.50 x 50 m, 0.615 x 50 m, 1.00 x 50 m, 1.23 x 50 m
Avery® 500 Event Films – Matt	<ul style="list-style-type: none"> - Ideal for short-term event, point-of-sale, and advertising graphics – particularly indoors - Excellent removability from many substrates for up to one year - Excellent cutting and weeding, blue contrast backing on white films - Approved to international fire rating classifications - Monomeric calendered vinyl 	Semi-permanent	70 µm	Matt	5 years	48	Yes	0 °C	-40 °C to +100 °C	0.375 x 50 m (SPR), 0.50 x 50 m, 0.615 x 50 m, 1.00 x 50 m, 1.23 x 50 m

1.2 Products for Illuminated Signage

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 5500 QM Translucent Films	<ul style="list-style-type: none"> - Excellent colour fastness and durability - Excellent colour uniformity in reflected and transmitted light - Excellent adhesion to a wide variety of substrates - Superior dimensional stability - For use in lightboxes and window graphics - Rigid and flexible - Cast vinyl with lustre finish 	Permanent	50 µm	Lustre	10 years	80	Yes	10 °C	-50 °C to +100 °C	1.23 x 50 m
Avery® 4500 Translucent Films	<ul style="list-style-type: none"> - Excellent colour uniformity in reflected and transmitted light - Excellent adhesion to a wide variety of substrates - Excellent dimensional stability – polymeric calendered vinyl with lustre finish 	Permanent	90 µm	Lustre	7 years	37	No	10 °C	-50 °C to +100 °C	1.23 x 50 m
Avery® 5000 Flexible Substrate	<ul style="list-style-type: none"> - Pure translucent white polyester fabric - Fabric weave completely diffused – excellent visual results - Outstanding durability - Smooth self-cleaning surface sheds airborne dirt and grime - Resists fading, discoloration, cracking and weathering - Resists mildew, fungus and wicking - Extra-wide seamless rolls minimise interference with design of the graphic 	N/A	500 µm	Gloss	10 years	White	No	N/A	-30 °C to +70 °C	1.37 x 50.3 m, 1.68 x 50.3 m, 2.00 x 50.3 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 4000 Flexible Substrate	<ul style="list-style-type: none"> - Pure translucent white polyester fabric - Fabric weave completely diffused — excellent visual results - Outstanding durability - Smooth self-cleaning surface sheds airborne dirt and grime - Resists fading, discoloration, cracking and weathering - Resists mildew, fungus and wicking - Extra-wide seamless rolls minimise interference with design of the graphics 	N/A	450 µm	Gloss	7 years	White	No	N/A	-30 °C to +70 °C	1.37 x 50.3 m, 1.68 x 50.3 m
Avery® Jupiter 3210 Backlit	<ul style="list-style-type: none"> - Polyester fabric – easy to print and convert - Conventional banner finishing - Approved to international fire rating classifications - Vandal, wind, UV, fungus, and tear-resistant - Excellent compatibility with Avery® Translucent Films 	N/A	450 µm	Gloss	3 years	White	No	20 °C	-30 °C to +70 °C	1.37 x 50 m, 1.60 x 50 m
Avery® Jupiter 3160 Frontlit	<ul style="list-style-type: none"> - Polyester fabric - Excellent printing performance - Conventional finishing - Approved to international fire rating classifications - Vandal, wind, UV, fungus, and tear-resistant 	N/A	400 µm	Gloss	3 years	White	No	20 °C	-20 °C to +100 °C	1.10 x 50 m, 1.60 x 50 m, 2.20 x 50 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 5100 Diffuser Films	<ul style="list-style-type: none"> - Excellent white diffusion uniformity in transmitted light on clear rigid substrates - Optimal diffusion obtained when used on white substrates - Excellent colour fastness and durability - Gives colour control, creates colour shading - Superior dimensional stability - Cast vinyl with lustre finish 	Permanent	50 µm	Lustre	5 years	2	No	10 °C	-40 °C to +80 °C	1.22 x 25/50 m
Avery® 5300 Blockout Films	<ul style="list-style-type: none"> - Total light block control for backlit signs - Lustre finish matches other Avery® Backlit sign products - White or black facefilm - Very good layflatness during handling and conversion - Excellent adhesion to a wide variety of substrates - Excellent performance as a second medium on the sign substrate - For flat and slightly curved sign designs - Cast vinyl with lustre finish 	Permanent	100 µm	Lustre	5 years	White, black	Yes	10 °C	-40 °C to +80 °C	1.22 x 25/50 m

1.3 Window Graphics Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® Etched Glass Film	<ul style="list-style-type: none"> - Excellent computer cutting properties – easy cutting and weeding - Outstanding durability, dimensional stability and outdoor life - Excellent adhesion and impact resistance - Cast film with matt finish 	Permanent	60 µm	Matt	9 years	Translucent	Yes	10 °C	-50 °C to +100 °C	1.23 x 50 m
Avery® Frosted Glass Film	<ul style="list-style-type: none"> - Brilliant visual frosted effect - Excellent computer cutting properties – easy cutting and weeding - Outstanding durability, dimensional stability and outdoor life - Excellent adhesion - Cast film with matt finish 	Permanent	80 µm	Matt	9 years	Translucent	Yes	10 °C	-50 °C to +100 °C	1.23 x 50 m
Avery® Dusted Glass Easy Apply RS™	<ul style="list-style-type: none"> - ‘Milky’ translucent special effect film - Excellent computer cutting properties – easy cutting and weeding - Good outdoor durability and very good indoor durability - Excellent adhesion - Polymeric calendered film with matt finish 	Permanent	80 µm	Matt	7 years	Translucent	No	10 °C	-50 °C to +100 °C	1.37 x 50 m
Avery® Dusted Glass Film	<ul style="list-style-type: none"> - ‘Milky’ translucent special effect film - Excellent computer cutting properties – easy cutting and weeding - Good outdoor durability and very good indoor durability - Excellent adhesion - Polymeric calendered film with matt finish 	Permanent	80 µm	Matt	7 years	Translucent	No	10 °C	-50 °C to +100 °C	1.23 x 50 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® Crystal Glass Film	<ul style="list-style-type: none"> - Crystal-like translucent special effect film - Excellent computer cutting properties – easy cutting and weeding - Good outdoor durability and very good indoor durability - Excellent adhesion - Polymeric calendered film with matt finish 	Permanent	80 µm	Matt	7 years	Translucent	No	10 °C	-50 °C to +100 °C	1.23 x 50 m
Avery® Gloss Gold/Gloss Silver Film	<ul style="list-style-type: none"> - Brilliant metallic effects - Bright silver/bright gold on both face and adhesive sides of film - Excellent computer cutting properties – easy cutting and weeding - Excellent adhesion to smooth surfaces - Metallized polyester with silver/gold finish 	Permanent	25 µm	Gloss	Gold 2 years Silver 1 year	2	No	10 °C	-40 °C to +150 °C	1.23 x 50 m

1.4 Specialty Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 2200 Signflex	<ul style="list-style-type: none"> - High adhesion to a wide variety of plasticised PVC substrates, including vehicle curtains - Exceptional flexibility - Excellent dimensional stability - Excellent colour fastness and outdoor durability - Colours complement Avery® 900 Super Cast range - Calendered film 	Permanent	80 µm	Gloss	5 years	18	No	10 °C	-20 °C to +100 °C	1.23 x 50 m
Avery® 1200 Banner Films	<ul style="list-style-type: none"> - Special flexible face film bonds with banner substrates - Optimal adhesion to a wide variety of plasticised PVC banner materials - Excellent cutting and weeding - Excellent dimensional stability - Excellent colour fastness and outdoor durability - Calendered film 	Semi-permanent	70 µm	Gloss	3 years	17	No	10 °C	-20 °C to +100 °C	0.615 x 50 m, 1.23 x 50 m
Avery® Ultra Metallic Films	<ul style="list-style-type: none"> - The ultimate brilliance in metallic effects - Ideal for non-printed decorative decals, diecut letters, product identification, and accent striping - Premium-quality gloss cast films 	Permanent	75 µm	Gloss	5 years	9	No	10 °C	-50 °C to +80 °C	1.22 x 10 m
Avery® Carbon Films	<ul style="list-style-type: none"> - Creates a low-cost simulated textured carbon-fibre background for indoor and outdoor signage - Excellent weatherability and dimensional stability - Choice of black or transparent - Specialty calendered film 	Permanent	90 µm	Gloss	5 years	2	No	5 °C	-40 °C to +80 °C	0.76 x 10 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® Bravo Burl/ Cheyenne Teak Films	<ul style="list-style-type: none"> - Creates a low-cost simulated textured wood grain background for indoor and outdoor signage - Excellent weatherability and dimensional stability - Choice of two wood grain prints - Specialty vinyl film 	Permanent	90 µm	Gloss	2 years	2	No	5 °C	-40 °C to +80 °C	0.76 x 10 m
Avery® Leaf Films	<ul style="list-style-type: none"> - Three-dimensional illusionary pattern for long outdoor exposure - Excellent computer cutting properties — easy cutting and weeding - Excellent adhesion on a variety of surfaces (flat and simply curved surfaces) - Choice of silver or gold - Specialty cast rigid vinyl films 	Permanent	100 µm	3D-Pattern	5 years	2	No	10 °C	-50 °C to +70 °C	1.22 x 10 m
Avery® Florentine Vinyl Films	<ul style="list-style-type: none"> - Designed to give the appearance of a brushed chrome or gold material - Excellent computer cutting properties — easy cutting and weeding - Excellent adhesion on a variety of surfaces (flat and simply curved surfaces) - Choice of silver or gold - Metallized vinyl films 	Permanent	65 µm	Brushed	5 years	2	No	16 °C	-20 °C to +75 °C	0.61 x 9.14 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® Metallized Vinyl Films	<ul style="list-style-type: none"> - Designed to give the appearance of a brushed chrome or gold material or alternatively mirror-like gold and silver film finish - Excellent computer cutting properties — easy cutting and weeding - Excellent adhesion on a variety of surfaces (flat and simply curved surfaces) - Metallized vinyl films 	Permanent	65 µm	Metalized	5 years	4	No	16 °C	-20 °C to +75 °C	1.22 x 9.14 m
Avery® Gloss Gold/ Gloss Silver Films	<ul style="list-style-type: none"> - Brilliant metallic effects - Bright silver/bright gold on both face and adhesive sides of film - Excellent computer cutting properties — easy cutting and weeding - Excellent adhesion to smooth surfaces - Metallized polyester with silver/gold finish 	Permanent	25 µm	Gloss	Gold 2 years Silver 1 year	2	No	10 °C	-40 °C to +150 °C	1.23 x 50 m
Avery® Diamond Plate	<ul style="list-style-type: none"> - Designed for indoor and outdoor use in signs, graphics and POP displays - Excellent computer cutting properties — easy cutting and weeding - Excellent adhesion on a flat surfaces - Light diffracting metallized vinyl films 	Permanent	75 µm	Metallic	5 years	1	No	16 °C	-20 °C to +70 °C	1.22 x 9.14 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® Glow-in-the-Dark Film	<ul style="list-style-type: none"> - Specialty photoluminescent non-coated rigid polyester film that can be used for exit and directional signage, identification of fire alarms, fire extinguishers and evacuation routes - Excellent computer cutting properties — easy cutting and weeding - Excellent performance on flat substrates - Indoor use only! 	Permanent	200 µm	Gloss	5 years	1	No	10 °C	-40 °C to +110 °C	1.22 x 10 m
Avery® Tattoo Film	<ul style="list-style-type: none"> - A transparent film with some black pigment and metal flakes showing a dark shade on light substrates and light shade on darker substrates - Excellent computer cutting properties — easy cutting and weeding - Excellent performance on flat surfaces and simply curved surfaces - Cast vinyl film 	Permanent	60 µm	Metallic	5 years	1	No	10 °C	-40 °C to +80 °C	1.23 x 10 m
Avery® Confetti Film	<ul style="list-style-type: none"> - A UV stabilized film designed for indoor use in signs, graphics and POP displays - Also suited for short term outdoor usability - Excellent computer cutting properties — easy cutting and weeding - Excellent performance on flat surfaces - Light diffracting prismatic, rigid vinyl film 	Permanent	60 µm	Prismatic	Indoor 5 years Outdoor 6 months	1	No	10 °C	-40 °C to +80 °C	1.22 x 9.14 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 900 Fluor Films	<ul style="list-style-type: none"> - Vehicle and road traffic safety markings and signage – Avery® 900-3 Red complies with European specifications - Bright colours, excellent conspicuity - Excellent adhesion to a wide variety of substrates 	Permanent	110 µm	Gloss	Red 18 months Yellow 6 months	2	No	10 °C	-30 °C to +110 °C	1.23 x 50 m
Avery® 500 Fluor Films	<ul style="list-style-type: none"> - High-conspicuity colours for eye-catching short-life applications - Excellent cutting and weeding - Monomeric calendered vinyl 	Semi-permanent	130 µm	Matt gloss	3 months	2	No	10 °C	-30 °C to +100 °C	1.23 x 50 m
Avery® 7521 Functional Film – Transparent PU	<ul style="list-style-type: none"> - Effective protection of external vehicle paintwork against stone chipping and other mechanical forces - High transparency - Excellent adhesion to car paints - Allows application to slightly curved car exterior parts - Aliphatic polyurethane film 	Permanent	200 µm	High gloss	7 years	Transparent	No	10 °C	-40 °C to +110 °C	1.00 x 50 m
Avery® 7545 Functional Film – Transparent PVC	<ul style="list-style-type: none"> - Effective protection of external vehicle paintwork against stone chipping and other mechanical forces - High transparency - Excellent adhesion to car paints - Allows application to slightly curved car exterior parts - Calendered vinyl 	Permanent	325 µm	Gloss	5 years	Transparent	No	10 °C	-40 °C to +110 °C	1.00 x 40 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® 7541 Functional Film – Transparent PVC	<ul style="list-style-type: none"> - Effective protection of external vehicle paintwork against stone chipping and other mechanical forces - High transparency - Excellent adhesion to car paints - Allows application to slightly curved car exterior parts - Calendered vinyl 	Permanent	150 µm	Gloss	5 years	Transparent	No	10 °C	-40 °C to +110 °C	1.00 x 50 m
Avery® 7551 Functional Film – Black PVC	<ul style="list-style-type: none"> - Fine-grained vinyl film - For extra protection and additional design options on vehicle exteriors - Blackout function - Customized surface finishes possible with HF welding - Excellent protection characteristics - Excellent adhesion to car paints - Allows applications to slightly curved car exterior parts - Calendered vinyl 	Permanent	150 µm	Black	5 years	Black	No	10 °C	-40 °C to +110 °C	1.00 x 50 m
Avery® 7556 Functional Film – Black PVC	<ul style="list-style-type: none"> - Medium-grained vinyl film - For extra protection and additional design options on vehicle exteriors - Blackout function - Customized surface finishes possible with HF welding - Excellent protection characteristics - Excellent adhesion to car paints - Allows applications to slightly curved car exterior parts - Calendered vinyl 	Permanent	200 µm	Black	5 years	Black	No	10 °C	-40 °C to +110 °C	1.00 x 50 m

1.5 Reflective Films for road traffic and safety signage, conspicuity markings

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® NV-700	<ul style="list-style-type: none"> - Flexible cast retroreflective film, Class 1 reflectivity levels - Extensive colour range - Colour matching option - High dimensional stability - Excellent cutting, weeding, and transfer characteristics - Excellent results with screen printing 	Permanent	155 µm	Gloss	7 years	11	Yes	10 °C	-40 °C to +80 °C	1.22 x 25 m
Avery® NV-500	<ul style="list-style-type: none"> - Flexible cast retroreflective film, Utility Grade reflectivity levels - Excellent cutting, weeding, and transfer characteristics - Excellent results with screen printing - High dimensional stability 	Permanent	110 µm	Gloss	5 years	6	No	10 °C	-40 °C to +80 °C	1.22 x 25 m
Avery® NV-200	<ul style="list-style-type: none"> - Flexible cast retroreflective film, Utility Grade reflectivity levels - Excellent cutting, weeding, and transfer characteristics - Excellent results with screen printing - High dimensional stability 	Permanent	100 µm	Gloss	2 years	6	No	10 °C	-40 °C to +80 °C	1.22 x 25 m
Avery® NV-100 E	<ul style="list-style-type: none"> - Flexible cast retroreflective film - Night vision ECE 104 Class E approval - Excellent cutting, weeding, and transfer characteristics - Highly conformable - High dimensional stability - Colour matching option - Urethane film 	Permanent	210 µm	Gloss	7 years	11	Yes	10 °C	-40 °C to +80 °C	1.22 x 25 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® V-6700 B	<ul style="list-style-type: none"> - Flexible retroreflective conspicuity tape - Meets/exceeds requirements of ECE 104, Class C for colour fastness, stability of photometric properties - Resistance to weathering, corrosion, fuels, heat, cleaning and water ingress 	Permanent	410 µm	Gloss	7 years	3	No	18 °C	-40 °C to +80 °C	0.055 x 50 m

1.6 Ancillary Signmaking Products

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll sizes
Avery® SignMask	<ul style="list-style-type: none"> - High transparency for precise positioning - Large masks easy to apply - Excellent cutting and weeding - Good temporary bond - Excellent removability from most surfaces - Excellent solvent resistance - Flexible calendered vinyl 	Ultra-removable	80 µm	Gloss	24 hours	2	No	10 °C	+10 °C to +40 °C	1.23 x 50 m
Avery® Application Tapes — Paper	<ul style="list-style-type: none"> - An everyday aid to accurate graphics application - Precise positioning, easy handling 	Choice of adhesive tack levels	110/ 140/ 145 µm	Matt	N/A	4	No	10 °C	+10 °C to +40 °C	1.22 x 100 m
Avery® Application Tapes — Film	<ul style="list-style-type: none"> - For graphics applications where added dimensional stability is desired - Ideal for high-quality applications combining computer-cut and printed graphic elements - Excellent layflatness - Longer viable storage period than paper 	Choice of adhesive tack levels	100/ 125 µm	Matt	N/A	1	No	10 °C	+10 °C to +40 °C	1.22 x 100 m

2.1 Gloss White Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 1004 Easy Apply Gloss White	<ul style="list-style-type: none"> - Easy application - Avery® Easy Apply air release adhesive technology – bubble-free application - Grey coating for high opacity - Outstanding durability and outdoor performance for long-life applications - Long-term removability - Conformable cast vinyl 	Gloss	Repositionable, permanent	50 µm	1.37 x 25/50 m
Avery® MPI 1005 Gloss White	<ul style="list-style-type: none"> - Grey coating for high opacity - Outstanding durability and outdoor performance for long-life applications - Long-term removability - Conformable cast vinyl 	Gloss	Permanent	53 µm	1.37 x 25/50 m, 1.52 x 25/50 m
Avery® MPI 1005 Easy Apply RS Gloss White	<ul style="list-style-type: none"> - Repositionable and slideable during application - Avery® Easy Apply air release adhesive technology – bubble-free application - Grey coating for high opacity - Outstanding durability and outdoor performance for long-life applications - Long-term removability - Conformable cast vinyl 	Gloss	Repositionable, permanent	53 µm	1.37 x 25/50 m, 1.52 x 25/50 m
Avery® MPI 1900 Gloss White	<ul style="list-style-type: none"> - Outstanding durability and outdoor performance for medium-life applications - Grey coating for high opacity - Excellent printability - Conformable promotional cast vinyl 	Gloss	Repositionable, permanent	50 µm	1.067 x 25/50 m, 1.37 x 25/50 m
Avery® MPI 2000 Gloss White	<ul style="list-style-type: none"> - Good dimensional stability - Polymeric calendered vinyl 	Gloss	Permanent	80 µm	0.75 x 50 m, 1.067 x 50/100/250 m, 1.23 x 50 m, 1.37 x 50/100/250 m, 1.52 x 50/100 m
Avery® MPI 2001 Gloss White	<ul style="list-style-type: none"> - Good dimensional stability - Polymeric calendered vinyl 	Gloss	Removable	80 µm	1.067 x 50 m, 1.23 x 50 m, 1.37 x 50 m, 1.52 x 50 m

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 2002 Gloss White	<ul style="list-style-type: none"> - Good dimensional stability - High opacity - Polymeric calendered vinyl 	Gloss	Removable, grey-pigmented	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® MPI 2004 Easy Apply Gloss White	<ul style="list-style-type: none"> - Avery® Easy Apply air release adhesive technology – air bubble-free application - Grey coating for high opacity - Long-term removability - Polymeric calendered vinyl 	Gloss	Repositionable, permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® MPI 2005 Easy Apply RS Gloss White	<ul style="list-style-type: none"> - Repositionable and slideable during application - Avery® Easy Apply air release adhesive technology – air bubble-free application - Grey coating for high opacity - Long-term removability - Polymeric calendered vinyl 	Gloss	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® MPI 2601 Wall Film Satin White	<ul style="list-style-type: none"> - Specially designed for wall graphic applications - Thicker film for easy handling - Polymeric calendered vinyl 	Satin	Removable	152 µm	1.37 x 45.7 m
Avery® MPI 2800 Gloss White	<ul style="list-style-type: none"> - Short to mid-term applications to flat or regular surfaces - Excellent price-quality ratio - Polymeric calendered vinyl 	Gloss	Permanent	80 µm	1.37 x 50 m, 1.52 x 50 m
Avery® MPI 2801 Gloss White	<ul style="list-style-type: none"> - Short to mid-term applications to flat or regular surfaces - Excellent price-quality ratio - Polymeric calendered vinyl 	Gloss	Removable	80 µm	1.37 x 50 m, 1.52 x 50 m
Avery® MPI 2900 Easy Print Gloss White	<ul style="list-style-type: none"> - Optimised for printing with mild and eco-solvent inks - High-speed printing - Large colour gamut - Enhanced monomeric calendered vinyl 	Gloss	Permanent	90 µm	0.75 x 50 m, 1.067 x 50 m, 1.37 x 50 m, 1.60 x 50 m

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 2901 Easy Print Gloss White	<ul style="list-style-type: none"> - Optimised for printing with mild and eco-solvent inks - High-speed printing - Large colour gamut - Enhanced monomeric calendered vinyl 	Gloss	Removable	90 µm	1.067 x 50 m, 1.37 x 50 m, 1.60 x 50 m
Avery® MPI 3000 Gloss White	<ul style="list-style-type: none"> - Optimised for heavy solvent and UV printers - Thicker film for easy handling - Monomeric calendered promotional vinyl 	Gloss	Permanent	95 µm	1.067 x 50/100 m, 1.23 x 50 m, 1.37 x 50/100/250 m, 1.60 x 50/100/250 m, 1.80 x 50/100 m, 2.00 x 50/100/250 m
Avery® MPI 3001 Gloss White	<ul style="list-style-type: none"> - Optimised for heavy solvent and UV printers - Thicker film for easy handling - Monomeric calendered promotional vinyl 	Gloss	Removable	95 µm	1.067 x 50/100/250 m, 1.23 x 50/250 m, 1.37 x 50/100/250 m, 1.60 x 50/100/250 m, 1.80 x 100 m, 2.00 x 50/100/250 m
Avery® MPI 3400 Opaque Film Gloss White	<ul style="list-style-type: none"> - Overposting and other short-life applications where opacity is required - Optimised for solvent inks - Excellent opacity grey adhesive system - Monomeric calendered vinyl 	Gloss	Permanent	80 µm	1.067 x 50 m, 1.37 x 50/100/250 m, 1.60 x 50/100/250 m, 2.00 x 100/250 m
Avery® MPI 3401 Opaque Film Gloss White	<ul style="list-style-type: none"> - Overposting and other short-life applications where opacity is required - Optimised for solvent inks - Excellent opacity grey adhesive system - Monomeric calendered vinyl 	Gloss	Removable	80 µm	1.067 x 50 m, 1.37 x 50/100/250 m, 1.60 x 50/100/250 m, 2.00 x 100/250 m
Avery® MPI 3500 Gloss White	<ul style="list-style-type: none"> - Optimised for mild and eco-solvent inks - Monomeric calendered vinyl 	Gloss	Permanent	80 µm	0.75 x 50 m, 1.067 x 50 m, 1.23 x 50 m, 1.37 x 50 m, 1.60 x 50/100/250 m, 2.00 x 50 m

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 3501 Gloss White	<ul style="list-style-type: none"> - Optimised for mild and eco-solvent inks - Monomeric calendered vinyl 	Gloss	Removable	80 µm	0.75 x 50 m, 1.067 x 50 m, 1.23 x 50 m, 1.37 x 50 m, 1.60 x 50/100/250 m, 2.00 x 50 m
Avery® MPI 3601 Quick Mount Gloss White	<ul style="list-style-type: none"> - Overposting and other short-life applications where opacity is required - Optimised for solvent inks - High caliper film makes it easy to handle - Monomeric calendered vinyl 	Gloss	Removable	150 µm	1.067 x 50 m, 1.37 x 50 m, 1.60 x 50/100/250 m, 2.00 x 50/100 m
Avery® MPI 8112 Overposting Film Gloss White	<ul style="list-style-type: none"> - Overposting applications - High opacity blackout performance - Monomeric calendered vinyl 	Gloss	Removable	100 µm	1.067 x 50 m, 1.37 x 50/100/250 m, 1.60 x 50 m, 2.00 x 100 m

2.2 Matt White Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 2020 Matt White	<ul style="list-style-type: none"> - Good printability with mild and eco-solvent inks - Good dimensional stability - Polymeric calendered vinyl 	Matt	Permanent	80 µm	1.067 x 50 m, 1.23 x 50 m, 1.37 x 50 m
Avery® MPI 3020 Matt White	<ul style="list-style-type: none"> - Optimised for heavy solvent and UV printers - Low-glare finish - Thicker film for easy handling - Monomeric calendered promotional vinyl 	Matt, low-glare	Permanent	100 µm	1.067 x 50 m, 1.37 x 50 m, 1.60 x 50 m, 2.00 x 50/100/250 m
Avery® MPI 3021 Matt White	<ul style="list-style-type: none"> - Optimised for heavy solvent and UV printers - Low-glare finish - Thicker film for easy handling - Monomeric calendered promotional vinyl 	Matt, low-glare	Removable	100 µm	1.067 x 50 m, 1.37 x 50/100 m, 1.60 x 50/100/250 m, 1.80 x 100 m, 2.00 x 50/100/250 m
Avery® MPI 3420 Opaque Film Matt White	<ul style="list-style-type: none"> - Overposting and other short-life applications where opacity is required - Low-glare finish - Excellent opacity grey adhesive system - Monomeric calendered promotional vinyl 	Matt	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.60 x 50 m
Avery® MPI 3421 Opaque Film Matt White	<ul style="list-style-type: none"> - Overposting and other short-life applications where opacity is required - Low-glare finish - Excellent opacity grey adhesive system - Monomeric calendered promotional vinyl 	Matt	Removable	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.60 x 50 m

2.3 Translucent White Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 2150 Translucent White	<ul style="list-style-type: none"> - Ideal for illuminated signs, windows and other transparent surfaces - Translucent polymeric calendered vinyl 	Lustre	Permanent	90 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50/100/250 m
Avery® MPI 3151 Translucent White	<ul style="list-style-type: none"> - Ideal for illuminated signs, windows and other transparent surfaces - Short life - Monomeric calendered vinyl 	Lustre	Removable	80 µm	1.37 x 50 m, 1.60 x 50 m

2.4 Transparent Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 1040 Gloss Transparent	<ul style="list-style-type: none"> - Excellent clarity - High durability - Conformable - Cast vinyl 	Gloss	Permanent	50 µm	1.37 x 50 m
Avery® MPI 2040 Gloss Transparent	<ul style="list-style-type: none"> - Excellent clarity - Polymeric calendered vinyl 	Gloss	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® MPI 2041 Gloss Transparent	<ul style="list-style-type: none"> - Excellent clarity - Polymeric calendered vinyl 	Gloss	Removable	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® MPI 3040 Gloss Transparent	<ul style="list-style-type: none"> - Short-life promotional applications - Good clarity - Monomeric calendered vinyl 	Gloss	Permanent	100 µm	1.067 x 50 m, 1.37 x 50 m, 1.60 x 50/100/250 m, 2.00 x 50 m
Avery® MPI 3041 Gloss Transparent	<ul style="list-style-type: none"> - Short-life promotional applications - Good clarity - Monomeric calendered vinyl 	Gloss	Removable	100 µm	1.067 x 50 m, 1.37 x 50/100 m, 1.60 x 50/100/250 m, 2.00 x 100 m

2.5 Films for Specialty Applications

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI Flexible Curtain Film – Gloss White	<ul style="list-style-type: none"> - For flexible plasticised truck curtain applications - Highly flexible - Special polymeric calendered vinyl 	Lustre	Permanent	80 µm	1.23 x 25/50 m
Avery® MPI 6551 Perforated Window Film 50% view	<ul style="list-style-type: none"> - See-through graphics over glass – e.g., windows - Perforated – 1.5 mm holes - 50% open surface area - Excellent durability - High adhesion on glass - Excellent printability - White-on-black laminated vinyl - Perforated paper liner plus solid polyester liner for easy conversion 	Gloss	Removable, transparent	150 µm	1.37 x 50 m
Avery® MPI 6552 Perforated Window Film 40% view	<ul style="list-style-type: none"> - See-through graphics over glass – e.g., windows - Perforated – 1.5 mm holes - 40% open surface area - Excellent durability - High adhesion on glass - Excellent printability - Exceptionally fine print results - White-on-black laminated vinyl - Perforated paper liner plus solid polyester liner for easy conversion 	Gloss	Removable, transparent	150 µm	1.37 x 50 m
Avery® MPI 6561 Perforated Window Film 50% view Solid Liner	<ul style="list-style-type: none"> - See-through graphics over glass – e.g., windows - Perforated – 1.5 mm holes - 50% open surface area - Excellent durability - High adhesion on glass - Excellent printability - Good machine handling - White-on-black laminated vinyl 	Gloss	Removable, transparent	150 µm	1.37 x 50 m

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® MPI 6562 Perforated Window Film 40% view Solid Liner	<ul style="list-style-type: none"> - See-through graphics over glass – e.g., windows - Perforated – 1.5 mm holes - 40% open surface area - Excellent durability - Exceptionally fine print results - High adhesion on glass - Excellent printability - Good machine handling - White-on-black laminated vinyl 	Gloss	Removable, transparent	150 µm	1.37 x 50 m
Avery® MPI 6120 Promotional Fine Perforated Window Film 40% view	<ul style="list-style-type: none"> - See-through graphics over glass – e.g., windows - Exceptionally fine print results - Perforated – 1.5 mm holes - 40% open surface area - Short term applications - Good machine handling - White-on-black laminated vinyl 	Gloss	Removable, transparent	160 µm	1.067 x 50 m, 1.37 x 50/300 m
Avery® MPI 6130 Promotional Perforated Window Film 40% view	<ul style="list-style-type: none"> - See-through graphics over glass – e.g., windows - Perforated – 1.7 mm holes - 40% open surface area - Short term applications - Good printability – transparent adhesive - Good machine handling - White-on-black laminated vinyl 	Gloss	Removable, transparent	160 µm	1.37 x 50 m

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® Floor Marking 60 White	<ul style="list-style-type: none"> - Full-colour printed floor graphics - Indoor use - 60-day life - Monomeric calendered vinyl 	Gloss	Removable	80 µm	1.23 x 50 m
Avery® Floor Marking 90 White	<ul style="list-style-type: none"> - Full-colour printed floor graphics - Indoor use - 90-day life - Polymeric calendered vinyl 	Gloss	Removable	75 µm	1.23 x 50 m
Avery® Floor Marking 180 White	<ul style="list-style-type: none"> - Full-colour printed floor graphics - Indoor use - 180-day life - Polymeric calendered vinyl 	Gloss	Removable	75 µm	1.23 x 50 m

2.6 Glossy Overlaminating Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® DOL 1000 Gloss	<ul style="list-style-type: none"> - Maximum durability - Cast vinyl 	Gloss	Permanent	50 µm	1.067 x 50 m, 1.23 x 100 m, 1.37 x 50 m, 1.52 x 91.4 m
Avery® DOL 1030 3D-Laminate Gloss	<ul style="list-style-type: none"> - Ultra-conformable - Ideal for corrugated substrates - High durability - Cast vinyl 	High Gloss	Permanent	30 µm	1.067 x 50 m, 1.37 x 25/50 m, 1.52 x 25/50 m
Avery® DOL 1800 Promotional Gloss	<ul style="list-style-type: none"> - For promotional applications - Cast vinyl 	Gloss	Permanent	65 µm	1.37 x 50 m
Avery® DOL 2000 Gloss	<ul style="list-style-type: none"> - Excellent clarity - Good dimensional stability - Polymeric calendered vinyl 	Gloss	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® DOL 2800 Promotional Gloss	<ul style="list-style-type: none"> - For promotional applications - Good dimensional stability 	Gloss	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® DOL 3000 Gloss	<ul style="list-style-type: none"> - For short-term applications - UV resistance - Good clarity - Monomeric calendered vinyl 	Gloss	Permanent	80 µm	1.04 x 100 m, 1.067 x 50 m, 1.30 x 50/100 m, 1.37 x 50 m, 1.40 x 50 m, 1.55 x 50 m, 1.60 x 50 m, 2.00 x 50 m

2.7 Matt Overlaminating Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® DOL 1100 Matt	<ul style="list-style-type: none"> - Maximum durability - Cast vinyl 	Matt	Permanent	50 µm	1.37 x 50 m
Avery® DOL 1130 3D-Laminate Matt	<ul style="list-style-type: none"> - Ultra-conformable - Ideal for corrugated substrates - High durability - Cast vinyl 	Matt	Permanent	30 µm	1.37 x 50 m
Avery® DOL 2100 Matt	<ul style="list-style-type: none"> - Excellent clarity - Good dimensional stability - Polymeric calendered vinyl 	Matt	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® DOL 2900 Promotional Matt	<ul style="list-style-type: none"> - For promotional applications - Good dimensional stability - Polymeric calendered vinyl 	Matt	Permanent	80 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® DOL 3100 Matt	<ul style="list-style-type: none"> - For short-term applications - UV resistance - Good clarity - Monomeric calendered vinyl 	Matt	Permanent	80 µm	1.04 x 100 m, 1.067 x 50 m, 1.30 x 50/100 m, 1.37 x 50 m, 1.40 x 50 m, 1.55 x 50 m, 1.60 x 50 m, 2.00 x 50 m

2.8 Lustre-finish Overlaminating Films

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® DOL 2200 Lustre	<ul style="list-style-type: none"> - Excellent clarity - Good dimensional stability - Polymeric calendered vinyl 	Lustre	Permanent	80 µm	1.37 x 50 m, 1.52 x 50 m
Avery® DOL 3200 Lustre	<ul style="list-style-type: none"> - For short-term applications - UV resistance - Good clarity - Monomeric calendered vinyl 	Lustre	Permanent	80 µm	1.04 x 100 m, 1.067 x 50 m, 1.30 x 50/100 m, 1.37 x 50 m, 1.40 x 50 m, 1.55 x 50 m, 1.60 x 50 m, 2.00 x 50 m

2.9 Overlaminating films for Specialty Applications

Product name	Product features	Surface finish, facefilm	Standard adhesive	Caliper	Standard roll sizes
Avery® DOL 4000 Ultra Clear Cast	<ul style="list-style-type: none"> - Protection for perforated window films - For curved and flat surfaces - Optically-clear - Cast vinyl 	Gloss	Permanent	50 µm	1.37 x 50 m
Avery® DOL 4100 Ultra Clear Polyester	<ul style="list-style-type: none"> - Protection for perforated window films - Exceptional gloss level - For flat surfaces - Optically-clear - Polyester film 	Gloss	Permanent	25 µm	1.37 x 50 m
Avery® DOL 4300 Anti-graffiti	<ul style="list-style-type: none"> - Special surface treatment for easy removal of graffiti - Polyester film 	Gloss	Permanent	23 µm	1.067 x 50 m, 1.37 x 50 m, 1.52 x 50 m
Avery® DOL 4400 UV-laminate Gloss	<ul style="list-style-type: none"> - Specially for UV-cured graphics - Optimal ink anchorage - Cast film 	Gloss	Permanent	30 µm	1.37 x 50 m
Avery® DOL 5900 Floor Marking Short-term	<ul style="list-style-type: none"> - Textured surface protection for Avery® Floor Marking 60 - Anti-slip - High tack 	Matt	Permanent	100 µm	1.23 x 50 m
Avery® DOL 6000 Floor Marking Medium-term	<ul style="list-style-type: none"> - Textured surface protection for Avery® Floor Marking 90 - Anti-slip - High tack 	Matt	Permanent	125 µm	1.23 x 50 m
Avery® DOL 6100 Floor Marking Long-term	<ul style="list-style-type: none"> - Textured surface protection for floor graphics - High durability - Anti-slip - High tack 	Matt	Permanent	220 µm	1.23 x 50 m

3.1 Opaque Films – Gloss White Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 6903 Gloss White	<ul style="list-style-type: none"> - Long-life promotional graphics and interior and exterior markings - Highly conformable - Excellent sheet stability for perfect print register - Premium cast vinyl - StaFlat backing 	Permanent, repositionable, grey-pigmented	50 µm	Gloss	10 years	White	Yes, minimum order quantity 1000 m ²	+10 °C	-40 °C to +110 °C	1.23 x 50/250 m
Avery® 6904 Gloss White Easy Apply	<ul style="list-style-type: none"> - Vehicle graphics and corporate identities - Easy application - Repositionable adhesive - Avery® Easy Apply air release adhesive technology – air bubble-free application - Outstanding durability - Long-term removability - Conformable cast vinyl - StaFlat backing 	Permanent, repositionable, low tack, grey-pigmented	50 µm	Gloss	10 years	White	Yes, minimum order quantity 1000 m ²	+10 °C	-45 °C to +80 °C	1.23 x 50 m
Avery® 900 QM Gloss White	<ul style="list-style-type: none"> - For vehicle graphics, boat markings, caravans, interior and exterior building signs - Highly conformable - Excellent sheet stability for outstanding print register - Premium cast vinyl - StaFlat backing 	Permanent, clear	50 µm	Gloss	10 years	White	Yes, minimum order quantity 1000 m ²	+10 °C	-50 °C to +110 °C	1.23 x 50/250 m, and sheets 1.00 x 0.70 m
Avery® 6702 Gloss White	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - StaFlat backing - Polymeric calendered vinyl 	Removable, grey-pigmented	100 µm	Gloss	7 years	White	No	0 °C	-40 °C to +110 °C	1.23 x 50/200 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 6703 Gloss White	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - StaFlat backing - Polymeric calendered vinyl 	Permanent, grey-pigmented	100 µm	Gloss	7 years	White	No	+10 °C	-40 °C to +110 °C	1.23 x 50/200 m
Avery® 1800 Gloss White	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - Polymeric calendered vinyl 	Removable, clear	100 µm	Gloss	5 years	White	No	0 °C	-40 °C to +110 °C	1.23 x 250 m
Avery® 895 Gloss White	<ul style="list-style-type: none"> - Vehicle graphics, outdoor and indoor display signs - Excellent outdoor durability - Excellent printability - Polymeric calendered vinyl 	Permanent, clear	100 µm	Gloss	7 years	White	No	+10 °C	-40 °C to +110 °C	1.00 x 250 m, and sheets 1.00 x 0.70 m
Avery® 400 Gloss White	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Excellent printability - Choice of permanent or removable adhesives - Monomeric calendered vinyl - Choice of solid or scored backing 	Permanent and removable	90 µm	Gloss	2 years	White	No	Permanent +10 °C Removable 0 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m, 1.30 x 250 m, 1.40 x 1.00/250 m
Avery® 400 Gloss White Ultra-removable	<ul style="list-style-type: none"> - Very short-term sticker applications - Clean, easy removability - Excellent printability - Monomeric calendered vinyl 	Ultra-removable	90 µm	Gloss	2 years	White	No	0 °C	-40 °C to +100 °C	1.00 x 0.70/250 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 400 Gloss White Supertack	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - For adhesion to ‘difficult’ surfaces like polypropylene, polyethylene, and rough substrates – eg. chemical drums, machine parts - Excellent printability - Monomeric calendered vinyl 	Supertack	90 µm	Gloss	2 years	White	No	0 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m
Avery® Greenline Gloss White	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Phthalate-free, environmentally-responsible - Complies with EU Toy Regulations - Good printability - Polypropylene film top coated for screen and offset printing 	Permanent	60 µm	Gloss	1 year	White	No	+10 °C	-40 °C to +100 °C	0.70 x 1.00 m
Avery® Coverall	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - For overposting ‘old’ graphics without show-through - High opacity - Excellent printability - Monomeric calendered vinyl 	Permanent and removable	100 µm	Gloss	2 years	White	No	Permanent +10 °C Removable 0 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m
Avery® Superscreen 100™	<ul style="list-style-type: none"> - Specially for transport advertising e.g., bus sides - Excellent handling characteristics - Excellent printability - Excellent removability - Monomeric calendered vinyl 	Removable	100 µm	Gloss	2 years	White	No	0 °C	-40 °C to +100 °C	On request
Avery® 400 Imperial	<ul style="list-style-type: none"> - Extra-thick short-term promotional film - Easy to apply, easy to remove - Monomeric calendered vinyl 	Removable	170 µm	Gloss	2 years	White	No	0 °C	-40 °C to +100 °C	0.70 x 1.00 m

3.2 Opaque Films – Matt White Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 6723 Matt White	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces, and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - StaFlat backing - Polymeric calendered vinyl 	Permanent, repositionable, grey-pigmented	100 µm	Matt	7 years	White	No	+10 °C	-40 °C to +110 °C	1.23 x 200 m
Avery® 6722 Matt White	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces, and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - StaFlat backing - Polymeric calendered vinyl 	Removable, grey-pigmented	100 µm	Matt	7 years	White	No	0 °C	-40 °C to +110 °C	1.23 x 200 m
Avery® 890 Matt White	<ul style="list-style-type: none"> - Vehicle graphics, outdoor and indoor display signs - Excellent outdoor durability - Excellent printability - Polymeric calendered vinyl 	Permanent, clear	100 µm	Matt	7 years	White	No	+10 °C	-40 °C to +110 °C	1.00 x 250 m
Avery® 420 Matt White	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Excellent printability - Monomeric calendered vinyl 	Permanent and removable	80 µm	Matt	2 years	White	No	Permanent +10 °C Removable 0 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m
Avery® Greenline Matt White	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Phthalate-free, environmentally-responsible - Complies with EU Toy Regulations - Good printability - Corona-treated polyethylene film for screen and offset printing 	Permanent	90 µm	Matt	1 year	White	No	+10°C	-40 °C to +100 °C	0.70 x 1.00 m

3.3 Opaque Films – Coloured Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 901 QM Gloss Black	<ul style="list-style-type: none"> - For vehicle graphics, boat markings, caravans, interior and exterior building signs - Highly conformable - Excellent sheet stability for outstanding print register - StaFlat backing - Premium cast vinyl 	Permanent, clear	50 µm	Gloss	10 years	Black	Yes, minimum order quantity 1000 m ²	+10 °C	-50 °C to +110 °C	1.23 x 250 m
Avery® 820 Matt Black	<ul style="list-style-type: none"> - Vehicle graphics, outdoor and indoor display signs - Excellent outdoor durability - Excellent printability - Polymeric calendered vinyl 	Permanent, clear	100 µm	Matt	7 years	Black	No	+10 °C	-40 °C to +110 °C	1.00 x 250 m
Avery® 400 Gloss Yellow/Gloss Black	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Excellent printability - Monomeric calendered vinyl 	Permanent	80 µm	Gloss	2 years	Yellow, Black	No	+10 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m
Avery® 420 Matt Black	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Excellent printability - Monomeric calendered vinyl 	Permanent	80 µm	Matt	2 years	Black	No	+10 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m

3.4 Transparent Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 6943 Gloss Transparent	<ul style="list-style-type: none"> - Long-life promotional graphics and interior and exterior markings - Highly conformable - Excellent sheet stability for outstanding print register - StaFlat backing - Premium cast vinyl 	Permanent, clear	50 µm	Gloss	10 years	Transparent	Yes, minimum order quantity 1000 m ²	+10 °C	-40 °C to +110 °C	1.23 x 50/250 m
Avery® 940 QM Gloss Transparent	<ul style="list-style-type: none"> - For vehicle graphics, boat markings, caravans, interior and exterior building signs - Highly conformable - Excellent sheet stability for outstanding print register - StaFlat backing - Premium cast vinyl 	Permanent, clear	50 µm	Gloss	10 years	Transparent	Yes, minimum order quantity 1000 m ²	+10 °C	-50 °C to +110 °C	1.23 x 50/250 m, and sheets 1.00 x 0.70 m
Avery® 6742 Gloss Transparent	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces, and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - StaFlat backing - Polymeric calendared vinyl 	Removable, clear	100 µm	Gloss	5 years	Transparent	No	0 °C	-40 °C to +110 °C	1.23 x 200 m
Avery® 1840 Gloss Transparent	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces, and vehicle graphics - Long-term clean removability - Excellent sheet stability for outstanding print register - Polymeric calendared vinyl 	Removable, clear	100 µm	Gloss	5 years	Transparent	No	0 °C	-40 °C to +110 °C	1.00 x 250 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 6743 Gloss Transparent	<ul style="list-style-type: none"> - Medium-life advertising on flat and slightly curved surfaces, and vehicle graphics - Excellent sheet stability for outstanding print register - Repositionable adhesive - StaFlat backing - Polymeric calendered vinyl 	Permanent, repositionable, clear	100 µm	Gloss	5 years	Transparent	No	+10 °C	-40 °C to +110 °C	1.23 x 200 m
Avery® 840 Gloss Transparent	<ul style="list-style-type: none"> - Vehicle graphics, outdoor and indoor display signs - Excellent outdoor durability - Excellent printability - Polymeric calendered vinyl 	Permanent, clear	100 µm	Gloss	5 years	Transparent	No	+10 °C	-40 °C to +110 °C	1.00 x 250 m, and sheets 1.00 x 0.70 m
Avery® 440 Gloss Transparent	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Excellent printability - Choice of permanent or removable adhesives - Monomeric calendered vinyl - Choice of solid or scored backing 	Permanent and removable	90 µm	Gloss	2 years	Transparent	No	Permanent +10 °C Removable 0 °C	-40 °C to +100 °C	0.70 x 1.00 m, 1.00 x 250 m, 1.30 x 250 m, 1.40 x 1.00/250 m
Avery® 440 Gloss Transparent Ultra-removable	<ul style="list-style-type: none"> - Very short-term sticker applications - Clean, easy removability - Excellent printability - Monomeric calendered vinyl 	Ultra-removable	90 µm	Gloss	2 years	Transparent	No	0 °C	-40 °C to +100 °C	1.00 x 0.70/250 m
Avery® Greenline Gloss Transparent	<ul style="list-style-type: none"> - Short-term indoor and outdoor promotions - Phthalate-free, environmentally-responsible - Complies with EU Toy Regulations - Good printability - Polypropylene film top coated for screen and offset printing 	Permanent	60 µm	Gloss	1 year	Transparent	No	+10 °C	-40 °C to +100 °C	0.70 x 1.00 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 710 Transparent	<ul style="list-style-type: none"> - Durable nameplates and stickers - High transparency - Excellent heat resistance - Excellent chemical and solvent resistance - StaFlat backing - Topcoated polyester film 	Permanent	25 µm	Gloss	3 years	Transparent	No	+10 °C	-40 °C to +150 °C	1.00 x 0.70 m

3.5 Metallized Films and Solid Foils

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 710 Chrome	<ul style="list-style-type: none"> - Durable nameplates and stickers - Excellent heat resistance - Excellent chemical and solvent resistance - StaFlat backing - Topcoated polyester film 	Permanent	25 µm	Gloss	2 years	Bright chrome	No	+10 °C	-40 °C to +150 °C	1.00 x 0.70 m
Avery® 711 Satin Chrome	<ul style="list-style-type: none"> - Durable nameplates and stickers - Attractive 'satin' appearance - Excellent heat resistance - Excellent chemical and solvent resistance - StaFlat backing - Topcoated polyester film 	Permanent	25 µm	Semi-gloss	2 years	Chrome	No	+10 °C	-40 °C to +150 °C	1.00 x 0.70 m
Avery® 750 Chrome	<ul style="list-style-type: none"> - Durable nameplates and stickers - Multi-layer film with excellent embossing qualities - Excellent chemical and solvent resistance - StaFlat backing - Topcoated polyester laminate 	Permanent	125 µm	Gloss	2 years	Bright chrome	No	+10 °C	-40 °C to +150 °C	1.00 x 0.70 m
Avery® 772 Brushed Chrome	<ul style="list-style-type: none"> - Durable nameplates and stickers - Attractive 'brushed metal' appearance - Excellent chemical and solvent resistance - StaFlat backing - Topcoated polyester film 	Permanent	50 µm	Gloss	2 years	Brushed metal	No	+10 °C	-40 °C to +150 °C	1.00 x 0.70/250 m
Avery® 180 Solid Foil Matt Chrome	<ul style="list-style-type: none"> - Durable nameplates and stickers - Solid foil - Excellent chemical and solvent resistance - Topcoated aluminium foil 	Permanent	50 µm	Matt	2 years	Matt chrome	No	+10 °C	-40 °C to +150 °C	0.50 x 0.70 m, 1.00 x 0.70 m

3.6 Specialty Films

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Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 2920 QM Matt White Ultra-destructible	<ul style="list-style-type: none"> - Safety and inspection labels on industrial equipment and durable goods - Cannot be cleanly removed – frangible facefilm - Tamper-evident 	Permanent, clear	60 µm	Matt	5 years	White	No	+10 °C	-50 °C to +110 °C	1.00 x 50/250 m, and sheets 1.00 x 0.70 m
Avery® FasFlex 3000 Curtain Film	<ul style="list-style-type: none"> - Specially for graphics on curtain-sided vehicles - High adhesion to a wide variety of plasticised PVC substrates - Exceptional flexibility - Exceptional outdoor performance - No fading from machine washing - Resists dirt ingress - Good low temperature performance 	Permanent, clear	80 µm	Semi-gloss	5 years	White	No	+10 °C	-50 °C to +110 °C	1.23 x 50 m
Avery® 6905 Gloss White Supertack	<ul style="list-style-type: none"> - For adhesion to ‘difficult’ surfaces like polypropylene, polyethylene, and rough substrates – e.g., chemical drums, machine parts - Outstanding durability - Long-term removability - Conformable cast vinyl 	Supertack, permanent, clear	50 µm	Gloss	3 years	White	Yes, minimum order quantity 1000 m ²	0 °C	-50 °C to +70 °C	1.00 x 50/250 m
Avery® 4900 QM Gloss White Apolar	<ul style="list-style-type: none"> - For adhesion to ‘difficult’ surfaces like polypropylene, polyethylene, and rough substrates – e.g., chemical drums, machine parts, caravan stucco - Excellent printability - Cast vinyl 	Permanent, clear	60 µm	Gloss	7 years	White	Yes, minimum order quantity 1000 m ²	+5 °C	-50 °C to +110 °C	1.00 x 50/250 m, and sheets 1.00 x 0.70 m

Product name	Product features	Standard adhesive	Caliper	Surface finish, facefilm	Durability	Standard colours	Colour matches	Min application temp	Service temp range	Standard roll/sheet sizes
Avery® 5900 QM Low Temperature	<ul style="list-style-type: none"> - Outstanding adhesion performance at low temperature - Excellent dimensional stability and printability - Outstanding outdoor exposure performance - Superior conformability and adhesion - Excellent application at low temperatures 	Permanent	50 µm	Gloss	7 years	White	No	0 °C	-50 °C to +110 °C	1.23 x 50 m

4.1 Banners and Textiles

Product name	Product features	Surface finish/ colour	Caliper	Standard roll sizes
Avery® Jupiter 3160 Frontlit	<ul style="list-style-type: none"> - Frontlit banner for solvent and eco-solvent printing - Fire rating B1/M1 - 440 g/m² - Structure, yarn/threads: 1000 x 1000/9 x 9 - Vinyl 	Matt white	400 µm	1.10 x 50 m, 1.37 x 50 m, 1.60 x 50 m, 2.20 x 50 m
Avery® Jupiter 3210 Backlit	<ul style="list-style-type: none"> - Backlit banner for solvent and eco-solvent printing - Fire rating B1/M2 - 510 g/m² - Structure, yarn/threads: 1000 x 1000/12 x 12 - Vinyl 	Gloss white	450 µm	1.10 x 50 m, 1.37 x 50 m, 1.60 x 50 m
Avery® Jupiter 3320 Mesh Liner	<ul style="list-style-type: none"> - Mesh banner for solvent and eco-solvent printing with backing paper - Fire rating B1/M1 - 350 g/m² (with backing paper) - Structure, yarn/threads: 1000 x 1000/12 x 12 - Vinyl 	Mesh	500 µm (with backing paper)	1.37 x 22.86/50 m, 1.60 x 22.86/50 m, 2.20 x 50 m
Avery® Jupiter 3410 Blockout	<ul style="list-style-type: none"> - Blockout banner for solvent and eco-solvent printing - Fire rating B1/M1 - 510 g/m² - Structure, yarn/threads: 250 x 500/18 x 12 - Vinyl 	Matt white	440 µm	1.10 x 50 m, 1.37 x 50 m
Avery® MPI 5500 Flag	<ul style="list-style-type: none"> - Knitted flag for solvent and eco- solvent printing - Fire rating B1 - 110 g/m² (180 g/m² with backing Paper) - Trevira® CS Flag polyester 	White	-	1.52 x 50 m

4.2 Flexible Substrates for self-adhesive vinyls and digitally-printed graphics

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Product name	Product features	Surface finish/ colour	Caliper	Standard roll sizes
Avery® 4000 Flexible Substrate	<ul style="list-style-type: none"> - Fabric for use with computer-cut Avery® 4500 Translucent Films and Avery® 5500 QM or as a digital print substrate - Fire rating B1 - 680 g/m² - Structure, yarn/threads: 500 x 1000/18 x 12 - Polyester 	Gloss white	450 µm	1.37 x 50.3 m, 1.68 x 50.3 m
Avery® 5000 Flexible Substrate	<ul style="list-style-type: none"> - Fabric for use with computer-cut Avery® 5500 QM or as a digital print substrate - Fire rating B1/M2 - 650 g/m² - Structure, yarn/threads: 1100 x 1000/22 x 22 - Polyester 	Gloss white	500 µm	1.37 x 50.3 m, 1.68 x 50.3 m, 2.00 x 50.3 m

Avery[®] Tools

The key to a successful vinyl graphics application is not just the optimal combination of substrate and print or conversion. Ultimately, it is the quality of the application process itself that determines the final effect. Avery Dennison Graphics & Reflective Products Division has brought together a full 'toolbox' of items, available from Avery Graphics™ distributors across Europe.

Developed by professional applicators for professional applicators, and tested and qualified by Avery Graphics™ experts, Avery® Tools are complementary to all vinyl graphics applications, whether computer signcut, digitally printed, or screen printed.

Prices are available on request from Avery Graphics™ distributors.

Product name	Product features
<p>Avery® Surface Cleaner</p> 	<ul style="list-style-type: none"> - Pistol-grip spray cleaner for surface preparation prior to graphics application - Removes dirt, grease, etc. - Ensures a smoother graphic application
<p>Avery® Adhesive Remover</p> 	<ul style="list-style-type: none"> - Superbly clean, adhesive-free substrate when graphics are removed - Pistol-grip spray for easy accurate targeting of adhesive residue
<p>Avery® Squeegee Pro</p> 	<ul style="list-style-type: none"> - The industry's favourite squeegee! - The perfect application aid for day-to-day applications as well as vehicle wraps - Now with a wider, double sided, from one end to the other, felt layer for better result - Also available: Avery® Squeegee Pro XL, larger and more rigid and therefore better and faster for large and flat surfaces
<p>Avery® Squeegee Pro Flexible</p> 	<ul style="list-style-type: none"> - A new version of the Avery® Squeegee Pro - Softer and more flexible for 3D applications and deep corrugations - With a double sided, from one end to the other, felt layer - Recognizable by its red colour
<p>Avery® Felt Squeegee</p> 	<ul style="list-style-type: none"> - For medium to low pressure applications - Very easy to shape for special jobs, but still with a firm grip - Minimizes the possibility of scratches on film - Very durable

Product name	Product features
<p>Avery® Application Glove</p> 	<ul style="list-style-type: none"> - Soft, seamless cotton gloves to help smooth graphics over the application surface and into curves and recesses - Packed individually
<p>Avery® Laser Temp</p> 	<ul style="list-style-type: none"> - Essential for application of flexible cast film into curves and recesses - Contact free measurement of surface temperature
<p>Avery® Magnets</p> 	<ul style="list-style-type: none"> - An aid to holding and positioning graphics on a substrate - Strong magnetic pull can replace application tape
<p>Avery® Air Release Pen</p> 	<ul style="list-style-type: none"> - This innovative pen is specially designed to eliminate air bubbles - It is easy to carry with you, since it is very small and lightweight - Very sharp tip
<p>Avery® 30° Application Knife</p> 	<ul style="list-style-type: none"> - Specially designed for graphics application - 30°-angled blade for accurate cutting

Product name	Product features
<p data-bbox="174 172 331 204">Avery® Cutter</p> 	<ul data-bbox="488 172 1066 320" style="list-style-type: none"> - Strong, durable metal casing, holding a 30° angled blade for accurate cutting - The snap-off blade tips are ultra sharp - Blade tips can be stored in the special Avery® Spare Blade Box
<p data-bbox="174 443 461 475">Avery® Spare Blades Box</p> 	<ul data-bbox="488 443 1066 560" style="list-style-type: none"> - Disposable container as well as a dispenser, for safe use of the Avery® Cutter - Contains 15 spare blades (30° blade angle) for the Avery® Cutter
<p data-bbox="174 715 327 746">Avery® Snitty</p> 	<ul data-bbox="488 715 965 778" style="list-style-type: none"> - Mini-slitting tool - Handy for cutting self adhesive material
<p data-bbox="174 986 360 1018">Avery® Tool Belt</p> 	<ul data-bbox="488 986 1016 1129" style="list-style-type: none"> - Keep all your tools in this specially-designed waist belt - Specially-integrated metal plate to hold Avery® Magnets - One size fits all
<p data-bbox="174 1257 349 1289">Avery® Toolbox</p> 	<ul data-bbox="488 1257 1066 1465" style="list-style-type: none"> - Selection of Avery® Tools packed in one gift box, a great give away - Contains: Avery® Toolbelt, Avery® Magnets, Avery® Snitty, Avery® Cutter, Avery® Squeegee Pro, Avery® Squeegee Pro XL, Avery® Squeegee Pro Flexible, Avery® Application Glove and the Avery® Spare Blades Box

Avery
Professional
Workshop

Professional Workshops

Graphics Application Workshops

These workshops are ideal for graphics applicators, preferably those with some experience in handling self-adhesive vinyls. The agenda covers both theory and practice and all kinds of self-adhesive materials and applications.

Suitable for beginners

Car-wrap Workshops

Professional and experienced applicators get hands-on experience of top-quality vehicle wrapping from industry experts in these workshops, which are **not suitable for**

beginners

Colour Management Workshops

A workshop given by digital print experts, designed to enrich participants' know-how and optimize their digital printing skills, so that they can achieve improved quality consistency and an even better product for clients. The workshop also helps digital print shops to save money through reduced ink and vinyl consumption, and better time efficiency.

Suitable for users of all types of digital printers, RIP software, and media

These Avery Graphics™ Workshops are held throughout Europe together with our business partners. Full details of upcoming workshops, and online registration, are available via the website, www.europe.averygraphics.com

Glossary of Terms

Common definitions used in this Catalogue

Air release adhesive technology

A special feature of the Avery® Easy Apply range of products. Channels in the adhesive layer permit air flow, help eliminate air bubbles during the application process, and reduce overall graphic application time

Avery® Supreme Cover

Avery Graphics' open warranty system for graphics produced using a combination of Avery Graphics™ film ranges with a variety of leading inks, converting equipment, flexible substrates and specification related business

Calendered vinyl films

See *Polymeric calendered vinyl films* and *Promotional vinyl films*

Cast vinyl films

Premium-grade films manufactured in such a way that they will not shrink or otherwise deform during conversion, application, and service life. These long-life (10 years +) films are typically extremely thin, and conform to contoured substrates like a skin

Clean removability

The ability of a film to be removed from its application surface without leaving any adhesive residue

Colour matching

Custom manufacture of a vinyl film in a specified colour — especially useful for corporate identities

Conformability

The ability of a self-adhesive film to cling like a skin over curves, corrugations and rivets, without 'tenting' or tensioning

Environmentally-responsible films

Films which meet international health and safety standards for applications such as toy labelling, and where good environmental credentials are required

ICC colour profiles

The open, vendor-neutral standard colour profile standards established by the International Colour Consortium and now used throughout the industry for digital print. ICC profiles for Avery Graphics™ products are available via the website

Long-term removable

This specialty adhesive formulation gives long-term adhesion to a substrate, but allows for removability with the use of a heat gun, leaving little or no adhesive residue after the intended period of use

Low adhesive tack

A low (initial) tack makes it easier to lift a decal during application and reposition it. Final adhesion values are equal to standard permanent or removable adhesives

Monomeric calendered vinyl films

See *Promotional vinyl films*

Overlaminates

Applied over a graphic's surface, transparent, gloss, matt or textured overlaminating films protect print or computer-cut lettering from surface damage, e.g., abrasion, and give UV resistance and improved durability

Pantone®

More than 1000 Pantone-licensed colour matches are uniquely offered in the Avery Graphics™ product range, for consistent corporate identity colour matching across a variety of substrates and imaging methods. Simply specify a PMS reference when ordering

Permanent adhesive

An adhesive designed to stick permanently to a variety of common substrates

Polymeric calendered vinyl films

Manufactured by an extrusion process using high-quality polymeric plasticisers, these 7-year-life films are slightly thicker than cast films and less dimensionally stable, but give good outdoor durability on flat surfaces and over simple curves

Promotional vinyl films

Manufactured by an extrusion process using simple monomeric plasticisers; these low-cost, short-life films are ideal for promotional and point-of-sale applications on flat, smooth surfaces (paints, metals, glass, etc.)

Removable adhesive

An adhesive designed to adhere to a variety of common substrates for a designated relatively short period, for subsequent removal. Maximum removability* period is specified in the datasheet

Repositionable adhesive

A graphic with repositionable adhesive can be lifted from the application substrate without much force, and reapplied without loss of adhesion or deformation

Scored backing

A one-side coated kraft paper liner featuring crush-scored lines, running in the machine direction, 50 mm apart. Bending a decal along one of the scored lines will crack the backing open for easy removal

Semi-permanent adhesive

An adhesive with initial tack similar to that of a permanent adhesive, but removable for up to the specified period after application

Slideability

A slideable self-adhesive decal may be easily moved around on the application surface until the desired optimal position is achieved. Pressure on the decal — e.g., with a squeegee — will cause the adhesive to key permanently to the substrate

Solid backing

One-side coated kraft paper liner

Sprocketed rolls

Self-adhesive rolls finished with edge perforations to facilitate conversion through reel-fed machines which feed the film by hooking teeth (sprockets) into the film's perforations.

For series Avery® 900 Super Cast, Avery® 800 Premium Cast and Avery® 700 Premium Film sprocketed rolls in size 0.75 x 50 m are only available in black and white.

Abbreviated to SPR in Catalogue tables

StaFlat backing

White two-sides polyethylene coated kraft paper liner for outstanding dimensional stability

Standard backing

One-side coated kraft paper liner

Supertack adhesive

Special permanent adhesive for low-surface-tension substrates such as polyethylene, polypropylene, and rough or slightly-textured surfaces

Ultra-removable adhesive

For applications involving a film facestock, where a very limited life is required, e.g., for pre-sale stickers on consumer durables and other goods in retail situations, and point-of-sale applications. Clean, easy removability is the key feature. Maximum removability* period is specified in the datasheet

* Note: removability is impaired on freshly-printed conventional screen inks, on nitro-cellulose based painted surfaces, on polystyrene, polycarbonate and PMMA, and on some coated papers and boards (SBR based coatings)

Glossary of Terms







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