



Avery Dennison® 777 Cast Film

The new standard for everyday durable computer-cut signage.
Bring the benefits of cast film to medium-life applications.

Responding to the needs of an evolving marketplace, Avery Dennison® 777 Cast Film brings the conformability of top-of-the-range products to many medium-life computer-cutting applications – at a competitive price.

With a choice of no less than 100 standard stock colours, Avery Dennison® 777 Cast Film can be a signmaker's everyday answer for all kinds of quality signage, indoors and outdoors – including applications over curved substrates, and jobs requiring applied durability of up to eight years.

Offering excellent cutting and weeding on a wide range of computer signcutting equipment, Avery Dennison® 777 Cast Film comes with a permanent acrylic adhesive and a robust kraft backing for accurate cutting. They're REACH compliant, too – products of a new generation of environmentally-responsible manufacturing technology that is responding to global legislation that is now taking effect.

All in all, Avery Dennison® 777 Cast Film brings the benefits of a conformable, low-caliper, ultra-smooth cast film to the markets where polymeric calendered film has hitherto dominated: medium-life computer-cut vehicle graphics and signage, retail and promotional graphics, and outdoor advertising.

KEY FEATURES

- > Very good conformability to rivets and corrugations
- > Competitively priced
- > Up to eight years' outdoor durability
- > Outstanding choice of colours and finishes
- > Excellent dimensional stability
- > Easy, accurate computer cutting and weeding
- > The signmaker's 'one-stop shop' for even the most demanding tasks
- > REACH compliant – conforming to the latest environmental regulations

RECOMMENDED USES

- > Graphics on rigid-sided vehicles
- > Graphics on boats and sports vehicles
- > Directional signage
- > Window graphics
- > Retail signage
- > Outdoor advertising
- > Point-of-sale and promotional uses



STANDARD COLOURS

| | | | | |
|---|---|---|---|---|
|  Bright Yellow 777-039CF |  Purple Red 777-067CF |  Royal Blue 777-053CF |  Emerald 777-081CF |  Komatsu Grey 777-092CF |
|  Yellow 777-055CF |  Bordeaux 777-087CF |  King Blue 777-043CF |  Green 777-056CF |  Dark Grey 777-059CF |
|  Sunflower Yellow 777-006CF |  Pink 777-016CF |  Denim Blue 777-080CF |  Deep Green 777-054CF |  Black 777-001CF |
|  Sun Yellow 777-004CF |  Magenta 777-074CF |  Marine Blue 777-047CF |  Cactus Green 777-012CF |  Black Matt 777-021CF |
|  Gold Yellow 777-010CF |  Fuchsia 777-072CF |  Ink Blue 777-089CF |  Light Green 777-083CF |  Grey Metallic 777-046CF |
|  Orange Yellow 777-060CF |  Telemagenta 777-073CF |  Passion Blue 777-027CF |  Bright Green 777-079CF |  Anthracite 777-095CF |
|  Light Orange 777-066CF |  Cyclamen 777-015CF |  Deep Blue 777-099CF |  Yellow Green 777-034CF |  Graphite Metallic 777-094CF |
|  Pastel Orange 777-022CF |  Lilac 777-076CF |  Dark Blue 777-023CF |  Lime 777-014CF |  Silver Grey Metallic 777-091CF |
|  Orange 777-005CF |  Lavender 777-075CF |  Cobalt Blue 777-024CF |  White 777-000CF |  Silver Metallic 777-035CF |
|  Bright Orange 777-048CF |  Purple 777-077CF |  Steel Blue 777-068CF |  White Matt 777-030CF |  Gold Metallic 777-036CF |
|  Tomato Red 777-050CF |  Pastel Blue 777-082CF |  Alfa Blue 777-037CF |  Light Grey 777-017CF |  Ivory 777-057CF |
|  Medium Red 777-026CF |  Euro Blue 777-011CF |  Black Blue 777-088CF |  Ice Grey 777-032CF |  Beige 777-019CF |
|  Sweet Red 777-002CF |  Ocean Blue 777-009CF |  Blue Green 777-096CF |  Dove Grey 777-044CF |  Cream 777-061CF |
|  Cardinal Red 777-007CF |  Azure Blue 777-051CF |  Mint 777-029CF |  Middle Grey 777-018CF |  Light Brown 777-084CF |
|  Regal Red 777-063CF |  Dodger Blue 777-069CF |  Teal 777-042CF |  Telegrey 777-045CF |  Caramel 777-028CF |
|  Geranium Red 777-013CF |  Scuba Blue 777-041CF |  Dark Teal 777-086CF |  Cloud Grey 777-025CF |  Fawn Brown 777-049CF |
|  Lipstick Red 777-071CF |  Cosmos Blue 777-008CF |  Turquoise 777-031CF |  Stone Grey 777-065CF |  Dark Brown 777-062CF |
|  Cherry Red 777-003CF |  Traffic Blue 777-038CF |  Turquoise Blue 777-097CF |  Grey 777-020CF |  Red Brown 777-090CF |
|  Red 777-064CF |  Ultramarine Blue 777-052CF |  Petrol 777-098CF |  Iron Grey 777-085CF |  Nut Brown 777-078CF |
|  Dark Red 777-058CF |  Blue 777-033CF |  Olive Green 777-093CF |  Deep Grey 777-070CF |  Transparent 777-040CF |

*These colours are digitally reproduced for printing purposes and are not 100% accurate.
For an exact production colour match, please contact your Avery Dennison sales representative.*

For information on warranty terms, exclusions and certain limitations that apply please see our website: graphics.averydennison.eu

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