

## PRODUCT DATA SHEET



# Avery® MPI™ 1004 Easy Apply

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### Introduction

Avery Multi-Purpose Inkjet vinyl 1004 Easy Apply is a gloss white highly conformable self-adhesive vinyl providing enhanced ease-of-use during application. Entrapped air can easily be rubbed out without the need to punch the vinyl film. The easy-to-apply feature offers the benefits of faster application of decals and graphics.

It is suitable for use on a variety of super wide format inkjet and airbrush printers using solvent ink. Because of the film's excellent durability and conformability, Avery MPI 1004 Easy Apply is highly recommended for applications on rivets and corrugations and/or outdoor use.

### Description

Film : 50 micron gloss white cast vinyl  
Adhesive : permanent, grey, low tack, repositionable, acrylic based  
Backingpaper : Staflat backing

### Conversion

Avery MPI 1004 Easy Apply is a multi-purpose vinyl, developed for use on various super wide format printers using solvent inks.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 1004 Easy Apply is recommended to be protected using an overlamine or varnish.

In the event of the final graphic being used on corrugated vehicles or substrates, the use of Avery DOL 1030 3D-laminate is recommended.

Please note that overlamination of Avery MPI 1004 Easy Apply with other DOL films will influence the conformability of the total construction.

For recommended combinations of DOL films and media, please refer to "Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media".

For information on how to apply Avery MPI Cast Films, please refer to "Technical Bulletin 5.9. Application methods for Avery Cast Films.

Do NOT use wet application methods for Avery Easy Apply products

### Uses

- Vehicle graphics.
- Interior & exterior signs.
- Window decoration.
- Promotional and point of sale advertising.
- All permanent applications requiring conformability.

### Features

- Excellent application characteristics: repositionable adhesive that allows easy removal of entrapped air.
- Full opacity.
- Excellent printability and handling on selected printers.
- Outstanding durability and outdoor performance for short and medium term applications.
- Excellent conformability to irregular substrates.
- Superior high gloss appearance.



[www.averygraphics.com](http://www.averygraphics.com)

Graphics Division  
Rijndijk 86, P.O. Box 118  
2394 ZG Hazerswoude – The Netherlands  
Tel +31 71 3421500 – Fax +31 71 3421538

## PRODUCT CHARACTERISTICS

Avery® MPI™ 1004 Easy Apply

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	50 micron
Caliper, facefilm + adhesive	ISO 534	80 micron
Elongation	DIN 53455	> 100 %
Dimensional stability	DIN 30646	0.2 mm max.
Adhesion, initial, unprinted	FINAT FTM-1, stainless steel	250 N/m
Adhesion, after 24 hours, unprinted	FINAT FTM-1, stainless steel	350 N/m
Flammability		Self-extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability, unprinted	Vertical exposure	7 years

### Temperature range

Features	Results
Minimum application temperature:	+10 °C
Service temperature:	- 40 °C to + 80 °C

**NOTE:** Materials have to be properly dried before further processing, like laminating, varnishing or application. The residual solvents can otherwise change the products' specific features.

### 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® 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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