

PRODUCT DATA SHEET



Avery® MPI™ 1007 3” Easy Apply

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Introduction

Avery **Multi-Purpose Inkjet** vinyl 1007 3” Easy Apply is a premium quality castfilm designed for use in fleet marking and corporate identification applications 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 printers using solvent inks.

Because of the film’s excellent durability and conformability, Avery MPI 1007 3” Easy Apply is highly recommended for applications on rivets and corrugations and/or prolonged outdoor use.

Description

Film : 53 micron premium quality, lustre white cast vinyl
Adhesive : permanent, low tack, positionable, acrylic based
Backingpaper : Staflat backing

Conversion

Avery MPI 1007 3” Easy Apply is a multi-purpose vinyl, developed for use on various super wide format printers using solvent inks.

In Avery Technical Bulletin 5.15, printer compatibility details of Avery MPI media are listed.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 1007 3” 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 a varnish is recommended.

Please note that overlamination of Avery MPI 1007 3” Easy Apply with DOL films will negatively 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"](#).

Uses

- Large fleet graphics on flat, curved, riveted and corrugated surfaces.
- Interior & exterior signs.
- Window decoration.
- Durable advertising, requiring clean removal after the intended period of use.
- All permanent applications requiring conformability.

Features

- Excellent application characteristics: repositionable adhesive that -in addition- allows easy removal of entrapped air.
- High opacity to hide substrate colour differences.
- Excellent printability and handling on selected printers.
- Outstanding durability and outdoor performance.
- Excellent conformability to irregular substrates.
- Excellent removability after the completion of the period of use.



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PRODUCT CHARACTERISTICS

Avery® MPI™ 1007 3" Easy Apply

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	53 micron
Caliper, facefilm + adhesive	ISO 534	85 micron
Gloss	ISO 2813, 20°	50 %
Dimensional stability	DIN 30646	0.2 mm. max
Tensile strength	DIN 53455	22 N/mm ²
Elongation	DIN 53455	100 %
Adhesion, initial	FINAT FTM-1, stainless steel	320 N/m
Adhesion, after 24 hours	FINAT FTM-1, stainless steel	400 N/m
Adhesion, after 1 week	FINAT FTM-1, stainless steel	700 N/m
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ²	Vertical exposure	7 years

Temperature range

Features	Results
Application temperature	Minimum: + 7° C
Service temperature	-45° to +80° C

Chemical properties

Features	Test method ¹	Results
Humidity resistance	120 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Water resistance	48 hours immersion	No effect
Chemical resistance	Mild acids	No effect
	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

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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