

PRODUCT DATA SHEET



Avery_MPI™ 3151 Promotional Translucent White

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Introduction

Avery **M**ulti **P**urpose Inkjet media 3151 is a semi-gloss white translucent PVC film with a removable adhesive. Specially designed for Short term, less demanding applications.

It is suitable for use on a variety of super wide format inkjet and airbrush printers using solvent ink.

Description

Film : 80 micron white monomeric translucent PVC film

Adhesive : **removable**, acrylic based

Backingpaper : Kraft paper, 140 g/m2

Conversion

Avery MPI 3151 is multi-purpose PVC film, developed for use on super wide format printers using solvent based inks.

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

To enhance color and protect images against UV radiation and abrasion, Avery MPI 3151 is recommended to be overlaminated with Avery® DOL 3000 Series.

For an overview of 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

- Short term Promotional illuminated Graphics.
- Short term Window decorations and graphics.

Features

- Excellent printability and handling on selected printers.
- Easy conversion because of dimensionally stable backing.
- Excellent colour uniformity in reflected and transmitted light.

Remark

- For applications requiring high dimensional stability the MPI 2150 is advised.



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Physical properties

Features

Caliper, facefilm
 Caliper, facefilm + adhesive
 Dimensional stability
 Gloss
 Adhesion, initial
 Adhesion, ultimate

Test method¹

ISO 534
 ISO 534
 DIN 30646
 ISO 2813, 20°
 FINAT FTM-1, stainless steel
 FINAT FTM-1,
 Glass
 Polycarbonate
 Stainless steel

Results

80 micron
 95 micron
 0.4 mm max.
 15%
 ±70% of the ultimate values
 160 N/m
 160 N/m
 200 N/m
 up to 1 year*

Removability

*Not when applied to: Nitrocellulose paints, ABS, Polystyrene, screen printing inks (fresh), certain types of PVC

Accelerated ageing

DIN 53387
 1000 hours exposure
 Stored at 22 °C/50-55 % RH
 Vertical exposure

No negative impact on film performance
 2 years
 2 years

Shelf life

Durability, unprinted

Temperature range

Features

Minimum application temperature:
 Service temperature:
 Heat resistance:

Test method¹

1 week exposure at 80° C

Results

+ 10 °C
 - 50 °C to + 110 °C
 No negative impact on film performance

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 authorized 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.

