PRODUCT DATA SHEET

Avery® 400 Imperial

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Introduction
Avery 400 Imperial is a multi-purpose, high caliper screenprint film for a variety of relatively short-term advertising applications.

Description
Facefilms: 170 micron, monomerically plasticised gloss white vinyl film

Availability

Adhesive ➲	Removable
Backing ⬮ (one side coated kraft liner)	
Standard	x

Features
Avery 400 Imperial features excellent conversion and printing characteristics: it can be screenprinted with most common screen inks for self-adhesive films. Avery 400 Imperial film has excellent layflatness and dimensional stability properties to ensure exact registered prints and smooth conversion. For screen ink recommendations: consult Avery Technical Bulletin No. 2.2. (same ink recommendations as for Avery 400). Avery 400 Imperial has excellent outdoor exposure properties.

Recommendations for use
- Short term outdoor advertising
- Posters, panels and signs at exhibitions
- In-shop trolley advertising
- Public transport advertising
- Labels and stickers
- Point of sale promotions
- Self-adhesive postcards

Environmental, Health and Safety Regulations
The product meets the European Toy Regulations EN 71-3.
The product complies with the US CONEG Model Toxics Legislation and the EC directive 94/62/EC, article 11 on packaging and packaging waste, with reference to the acceptable levels of heavy metals, i.e. sum of heavy metals Cadmium, Mercury, Lead and Chromium (VI) is less than 100 ppm.

Physical properties

Features	Test method[1]	Results
Caliper, facefilm	ISO 534	170 micron
Gloss	ISO 2813, 20º	65 %
Dimensional stability	DIN 30646	0.5 mm. max
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability[2]	Vertical exposure	2 years

Adhesives

Removable[3)] General-purpose emulsion acrylic adhesive for applications where excellent removability[4)] after the intended period of use is required.

[3)] Removability up to 1 year
[4)] Not when applied to: Nitrocellulose paints, too fresh paints, ABS, Polystyrene, (fresh) screenprinting inks, certain types of PVC, Polycarbonate, PMMA.

	Removable	
Minimum application temperature	0°C	
Service temperature range	-40°C to +100°C	
Adhesion on stainless steel, initial	200 N/m	FTM-1
Adhesion on stainless steel, ultimate	280 N/m	FTM-1

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
Solvent resistance	Applied to aluminium	No effect if 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 without notice.

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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