



MPI 2923 Easy Apply™



Give Graphics a Longer Life

For consistent outdoor durability and performance, look no further than MPI 2923 Easy Apply™.

MPI 2923 is a white calendared vinyl that features Easy Apply™ adhesive technology. Air egress channels help eliminate bubbles and wrinkles, making application almost effortless.



Key Benefits:

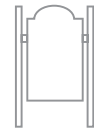
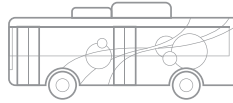
- > Superior dimensional stability
- > Excellent lay flat
- > High opacity
- > Easy and fast application



Features	Benefits	Advantages
Easy Apply™ adhesive technology	Easy to work with and reduces application time, allowing for greater efficiency	Eliminates wrinkles and bubbles
Good printability	One product for multiple platforms ensures product consistency and consolidated inventory	High quality printability across solvent, eco-solvent, latex and UV-curable inkjet printers
Matte finish	Ideal for indoor graphics	Low glare finish
Reliable durability	High performance for the life of the product	Up to 5 years (unprinted)
Permanent adhesive	Ensures the graphic remains attached the length of application	Adheres well to most surfaces
StaFlat™ liner	Increased productivity through installation and handling efficiencies	Excellent converting and handling properties
Compatible with Avery Dennison Graphics DOL 2000 series	Extends the life of the graphics while making the print look sharper	Provides longer-term durability to graphic when applied with the Avery Dennison Graphics DOL 2000 series

Applications:

- > Outdoor signage
- > Point of purchase
- > Outdoor advertising
- > Indoor advertising
- > Exhibition graphics
- > Window graphics



Specifications:

Film: 86 micron matte white polymeric calendered vinyl

Adhesive: Grey permanent acrylic with Easy Apply™ technology

Backing: Two-sided PE-coated StaFlat™ liner

Outdoor life: Up to 5 years (unprinted)

Size:

MPI 2923 Easy Apply™

Roll width (m)	Roll Length (m)
1.372	45.7
1.372	91.4
1.524	45.7

DOL 2800 and DOL 2900

Roll width (m)	Roll Length (m)
1.372	45.7

For more information contact Avery Dennison customer service or sales representative or visit www.graphicsap.averydennison.com

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