

Bringing Colours to life.
with Avery Dennison

True Value Sells

Introducing Avery Dennison's MPI Value Film



Vibrant out-of-home and point-of-purchase displays are popular promotional methods that require removability and aesthetic quality. This means films have to meet both print and short-term durability standards – without the costly premium.

Avery Dennison presents the MPI Value Film series, a range of pressure-sensitive graphics films engineered for short-term promotional applications, to meet your long-term business goals.

Value Where You Need it Most

The MPI Value Film portfolio boosts your value in the market through 3 significant areas: quality, versatility and cost-efficiency.

With our films, digital images are printed with high quality on all digital print platforms and can be applied to a wide range of typical promotional spaces, whilst ensuring outdoor performance and good removability up to one year.



Inspired Brands.
Intelligent World.™

Cost-effective solution with uncompromised quality

AVERY DENNISON PRESENTS MPI VALUE FILMS

Features



Good printability on multiple printer platforms
(eco-solvent, solvent, latex and UV-curable inkjet printers)



Good dimensional stability during conversion and application



High durability for short life graphics



Gloss and Matt finishes



High adhesion to a wide range of substrates



Thicker film for easier handling

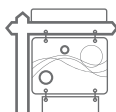
Benefits

- ✓ Consistent and flexible performance
- ✓ Cost-effective solution with uncompromised quality
- ✓ Durable outdoor performance up to one year unprinted
- ✓ Applicable for most types of surface finishing
- ✓ Good removability of up to one year for our removable adhesive range

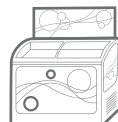
Applications



Outdoor advertising



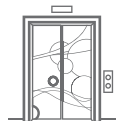
Real estate signs



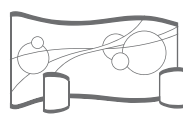
Point-of-sales advertising



Transport advertising



Indoor advertising



Exhibition graphics

Stand Out to Get Sales In

Grab attention with brilliant graphics achieved with Avery Dennison's MPI Value Films, supported by our extensive value-added programmes at every step to ensure you always stand out of the crowd.

Distribution Network

Enjoy the convenience of widespread availability with our multiple global distribution partners and their respective reseller networks.

Technical Service

With decades of digital printing and converting aptitude, we provide reliable field support services, routine inquiry, product recommendations as well as personal troubleshooting.

Training Workshops

We welcome managers, operators, apprentice or commercial installers to come for our training workshops to learn about vinyl and digital technology as well as receive training on application techniques and product selection.

Avery Dennison Graphics Academy

Find free 'how-to' videos, background theory modules and information on legal regulations in the online Avery Dennison Graphics Academy – a step towards becoming a certified Avery Dennison converter or installer.

About Avery Dennison

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales from continuing operations of \$6.1 billion in 2013. Learn more at www.averydennison.com.

Choose Avery Dennison and discover your ideal promotional media solution with the help of our dedicated technical and service teams today.

All information is based on Avery Dennison's tests. Clients should test products with the relevant processes. The parameters are subject to change without notice.

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