

Amplify and Define your brand on the Go

Avery Dennison® Fleet Graphics Portfolio



Even On The Move, Your Brand Can Influence A Purchase Decision

Vehicle graphics have all the advantages that any traditional OOH advertising has with the added flexibility of mobility. By adding your brand identity to your fleet you can:



Optimized advertising cost

Depending upon visibility, renting a traditional OOH advertising space can be expensive. By branding your own fleet, you incur only the cost of installation. One vehicle wrap can generate between 30,000 and 80,000 daily impressions depending on location, with a much lower cost-per-impression than traditional advertising.



Reach your target

Fleet graphics offer a great deal of targeting flexibility and allow you to select routes and messages to target specific demographic groups.



Get consistent brand colours

Unlike other options like paints, which are difficult to replicate, high quality films and good conversion can maintain the visual identity of your brand for a longer time.



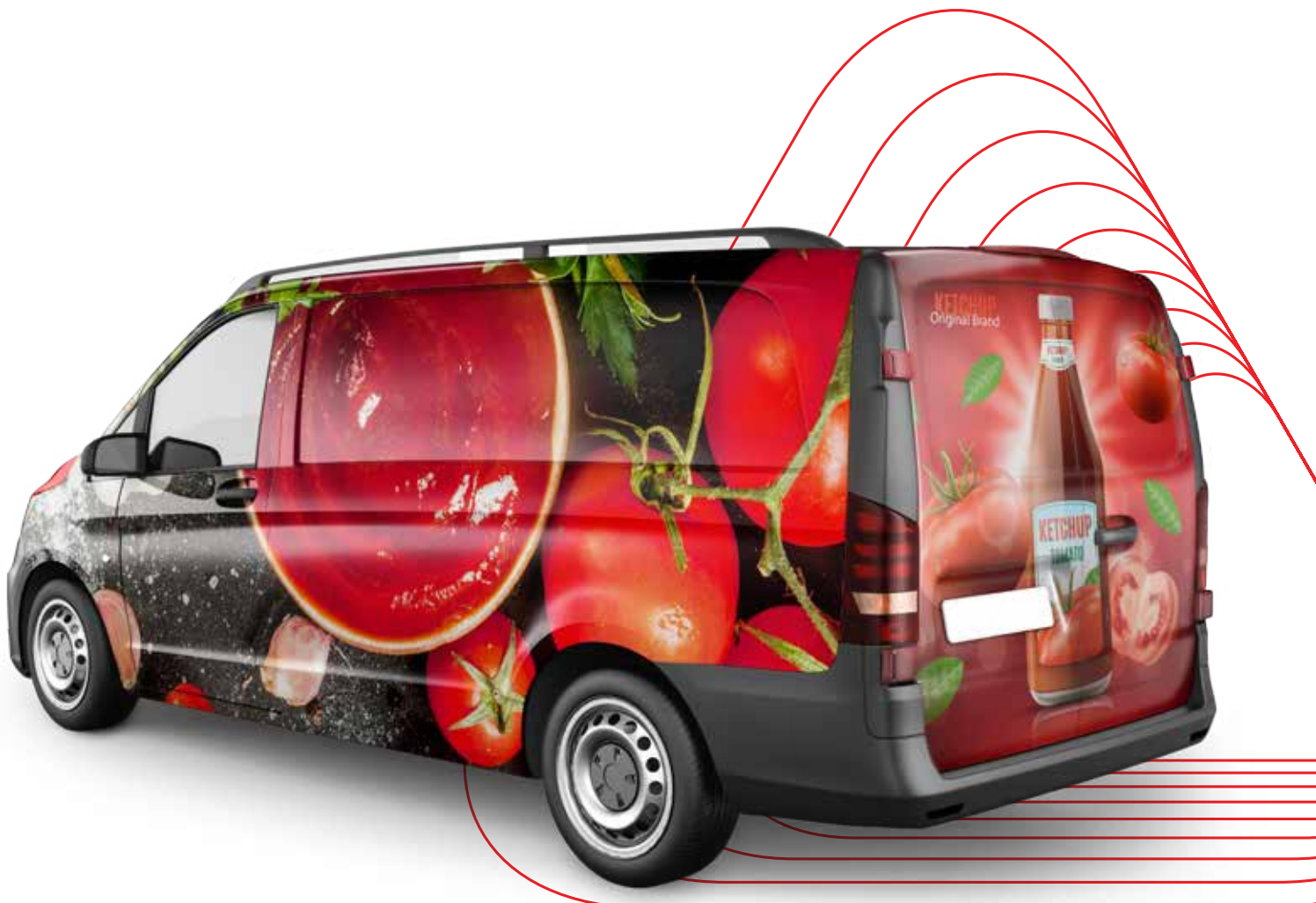
Grab Attention

Connect with your customers by combining your creativity with high performance films. Like any good advertising, fleet graphics becomes an innate part of the the viewer's environment which the viewer cannot skip or block.



Change the design with ease

Long or short-term applications, allowing you to re-brand, run promotions and keep a fresh look with minimum down time.



Commercial and fleet vehicles represent more than a mode of product transport and delivery for today's brands. Fleets are a powerful branding medium that captures attention and impressions, whether standing still or on the move.

What makes fleet vehicles of all sizes so special for branding is the breakthrough creative canvas that brings a visual identity to a larger-than-life size.

The Avery Dennison® Fleet Graphics Portfolio features a robust portfolio of best-in-class digital, screen and cut vinyl and reflective graphic films that help your brand become a work of art on any mobile surface. And, your quest for high-performance

materials, for both short- and long-term applications, begins with fleet graphic solutions from Avery Dennison.

The portfolio delivers a vibrant and consistent color pop, with the ease of installation and removal to afford brands the opportunity to continually make a statement.

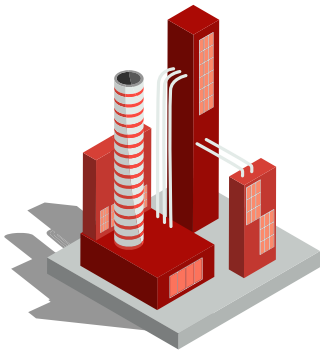


Choose Avery Dennison Graphics Solutions For Your Fleet

Avery Dennison is a world leader in graphic materials for fleet, full vehicle wraps, exterior and interior graphics for corporate identity and point-of-purchase, as well as reflective and safety markings. Headquartered in Glendale, California, we employ more than 30,000 employees in over 50 countries and have the global breadth of resources to support fleet operations worldwide.

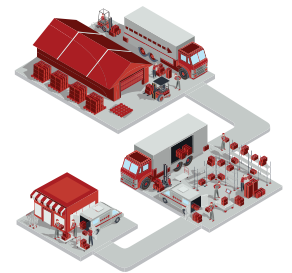
In India, Avery Dennison has been present for more than 23 years and opened its first manufacturing unit in Gurgaon in 1997 with a hot melt coating line. After this the company has grown strength to strength and has added multiple production lines as well as another manufacturing facility at Pune.

Our R&D team in India creates new solutions for customers that drive not just the growth of our company, but our industry as a whole. The Avery Dennison Innovation and Knowledge centre, established in 2017, provides support to the Graphics R&D team in terms of qualification process for new product development, enabling faster go to market launch for new product innovations.



R&D Facilities

ADIKC, Pune

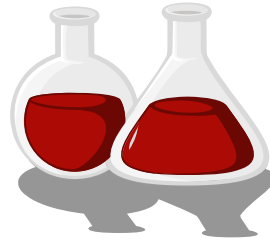


Manufacturing Facilities

Ranjangaon, Pune
Narsinghpur, Gurgaon

Distribution Centres

Bangalore
Kolkata



When selecting Avery Dennison as a solutions provider, you can be assured of:



Superior Service

We have a dedicated team of experts who are highly trained, extremely knowledgeable and ready to support you throughout the planning and execution of a fleet project. We will work with you to understand your business needs and provide the best solution to help your brand stand out



Industry Knowledge and Reach

We are a world leader in graphic films that identify, promote and inform. Our Easy Apply adhesive technology provides easier, quicker and more effective installations.



Digital Print Quality

We have a 99.8%* print consistency within our top selling brands.



Color Matching

Why wait? We produce exact color match samples in 14 days, which is free of charge for our customers



Dependable products

Self-adhesive films you can rely on—with custom warranty and durability statements. We've done extensive durability and performance testing, and stand behind the quality of our fleet solutions.



Right solutions for your needs

Our vast selection of products we can help you determine the right product for the right application at the price point to help you optimize your branding budgets.



Fleet Prototyping

Let us help you develop a prototype which can help you visualize the final results and get brand owners' approval. Reach out to our commercial team to know all the ways they can support you.



Network of Resources

We have a network of converters, installers and suppliers to help service you through all steps of your project.

ICS Warranty Program The Right Choice for Quality and Confidence

Avery Dennison commitment to quality ensures that every product we produce is designed, engineered, manufactured and tested with one goal in mind—your complete satisfaction. That's why our range of innovative high performance products is backed with a warranty you can trust. Our Integrated Component System (ICS) Warranty Program is written assurance that our products perform exactly how they should from production through application and for the life of the graphic.

ICS Performance Guarantee offers

- Written assurance of performance - our products will perform the way we say they will
- Confidence in our products - we test all products in our lab, using real time global solar energy data to pinpoint a product's longevity
- A customized solution to fit your needs! We work to find the warranty that matches each project's unique needs.
- Based on claims per square foot of total product sold.



*Based on claims per square foot of total product sold.

Understanding Film Types

Let Avery Dennison help you understand the different film types for ease and accuracy of your graphic film selection.

Types of Films



Cast Films

Cast films are premium vinyl films that offer the greatest flexibility and conformability for complex surfaces. These films are typically the best option for medium and long-term applications.



Calendered Digital Print Films

Calendered films are an intermediate vinyl film for short-term applications and less complex surfaces, such as flat or simple curves. The print films act as a blank canvas for infinite design possibilities.



Sign Cut Films

These are pigmented or pre-coloured films and are great for cut letter, decals, and full wraps.



Overlaminates

Overlaminates are clear, protective films that increase the durability of a printed graphic. The overlaminate makes the film slightly thicker, which helps with installation and removal efficiency. Overlaminates can also provide additional benefits or effects, such as giving color an extra gloss or sparkle finish.



Reflective Films

Reflective films provide added safety or visibility and special effect markings. Beaded and Prismatic is the type of reflective pattern that catches the light for day and night visibility. You will want to make sure the film meets the guidelines for road safety.

Types of Adhesives

Permanent Adhesive

This adhesive is not designed to be removed and may cause damage to the surface paint if removal is attempted. Ideal for applications where graphics will be used for the full life or very long term.

Removable Adhesive

These films can be easily removed with the use of an aid such as heat without damaging the surface paints. Removable films are commonly used in fleet applications where changes in the branding may be required after sometime.


Long term removable Adhesive

In this adhesive technology, the product has excellent adhesion yet is removable with little or no adhesive residue over the life of the graphic.



Easy Apply technology Adhesive

This technology eliminates wrinkles and bubbles making it easy to apply, reducing the overall application time.

The Right Product for your needs

Product Name	Type	Description	Adhesive	Conversion & Printing platform	Overlam	Durability*	Surface
MPI 1105 Gloss White EZRS 	Cast	<p>High 3D conformability ensures wrapping for even the most complex surfaces such as rivets, corrugated surfaces, etc</p> <p>Provides excellent slidibility and the ability to reposition for better registration of print panels</p>	<p>Long-Term Removable</p> <p>Available with Easy Apply and Easy Apply RS for air egress, wrinkle-free installation and repositionability</p>	<p>Solvent</p> <p>EcoSolvent, Latex, UV Print</p>	<p>DOL 1060 Gloss</p> <p>DOL 1080 Matt</p>	7 Yrs	Complex Curve (3D Surfaces)
MPI 1106 HiTac Easy Apply	Cast	<p>An opaque, conformable vinyl designed for use in demanding applications. The adhesive system is designed for use on low energy substrates such as plastics, powder coat paints, fiberglass, clear coats and painted metal surfaces.</p>	HiTack Permanent	<p>Solvent and EcoSolvent, Latex, UV Print</p>	<p>DOL 1060 Gloss</p> <p>DOL 1080 Matt</p>	7 Yrs	Complex Curve (3D Surfaces)
MPI 1060 Gloss Clear Staffat	Cast	<p>A premium quality, flexible, high gloss conformable vinyl film with superior conformability to irregular substrates</p>	<p>Clear Permanent</p> <p>Long Term Removable</p>	<p>Solvent</p> <p>EcoSolvent, Latex, UV Print</p>	<p>DOL 1060 Gloss</p> <p>DOL 1080 Matt</p>	5 Yrs	Complex Curve (3D Surfaces)
MPI 2105 LTR Easy Apply RS	Polymeric	<p>A next generation calendered film that offers significantly better dimensional stability and exceptional value for outdoor applications requiring premium calendered film durability. Ideal for fleet, and vehicle graphics with flat or simple curves.</p>	<p>Long-Term Removable</p> <p>Available with Easy Apply RS for air egress, wrinkle-free installation and repositionability</p>	<p>Solvent and EcoSolvent, Latex, UV Print</p>	<p>DOL 2060 Gloss</p> <p>DOL 2080 Matt</p>	5 Yrs	Simple Curves (2D Surfaces)
MPI 2002 Grey Removable 	Polymeric	<p>Adhesive optimized for painted metal surfaces of transit vehicles</p> <p>Clean removability** reduces downtime during campaign changeovers and prevents damage to the painted surface beneath.</p>	Grey removable acrylic	<p>Solvent and EcoSolvent, Latex, UV Print</p>	<p>DOL 2460 Gloss</p> <p>DOL 2480 Matt</p>	5 Yrs	Simple Curves (2D Surfaces)
MPI 2041 Transparent Removable	Polymeric	<p>Avery Dennison MPI 2041 is a clear high performance calendered vinyl film designed for use in a wide range of promotional, and window applications where excellent printability and value for money is required.</p>	Removable acrylic	<p>Solvent and EcoSolvent, Latex, UV Print</p>	<p>DOL 2460 Gloss</p> <p>DOL 2480 Matt</p>	5 Yrs	Simple Curves (2D Surfaces)
MPI 2004 HOP EA Gloss Perm	Polymeric	<p>A high quality high performance grade vinyl film designed for use in a wide range of architectural, transportation and general signage applications where excellent durability and slight conformability are required.</p>	<p>Clear permanent</p> <p>Adhesive acrylic with Easy Apply™</p>	<p>Solvent and EcoSolvent, Latex, UV Print</p>	<p>DOL 2460 Gloss</p> <p>DOL 2480 Matt</p>	5 Yrs	Simple Curves (2D Surfaces)
MPI 2923 Easy Apply™ Perm	Polymeric	<p>This film is designed for ease of application on a wide range of intermediate outdoor and general signage applications and vehicles graphics with flat or simple curved surfaces, and where good outdoor durability, high opacity and good print quality are required.</p>	<p>Grey permanent acrylic with Easy Apply™ Technology</p>	<p>Solvent and EcoSolvent, Latex, UV Print</p>	<p>DOL 2460 Gloss</p> <p>DOL 2480 Matt</p>	5 Yrs	Simple Curves (2D Surfaces)

*Durability refers to Zone 1 durability. Kindly contact your regional technical marketing team to check the durability for your region.

Product Name	Type	Description	Adhesive	Conversion & Printing platform	Overlam	Durability*	Surface	
MPI 1405 Gloss White LTR EZRS	PU	A PVC-free, digitally printable film that captivates with superior color pop and conformability to tough textured and corrugated surfaces, including brick walls.	Gray Long Term Removable Acrylic	Solvent and EcoSolvent, Latex, UV Print	DOL 6460	7 Yrs	Complex Curve (3D Surfaces)	
SC 950 series	Sign Cut Cast Films	With incredible conformability, multiple eye-catching finishes, excellent durability and the broadest array of colors, Avery Dennison® 900 Supercast films are the best choice for a wide variety of screen and cut applications.	Clear Permanent	Plotter Cut	NA	7 Yrs	Complex Curve (3D Surfaces)	
SC 750 Series	Sign Cut Polymeric Films	This film series provides excellent sign-making for many medium-life indoor and outdoor applications, on both flat and simple curved substrates. These films are available in a very extensive range of standard colors, and any other color can be ordered through Avery Dennison's extended color matching services	Clear Permanent	Plotter Cut	NA	7 Yrs	Simple Curves (2D Surfaces)	
V-4000	Beaded Reflective	Designed for exceptional conformability to medium curves and rivets. Suitable for both day and night visibility.	Permanent and Long-Term Removable Available with Easy Apply RS for air egress, wrinkle-free installation and repositionability	Solvent and EcoSolvent, Latex, UV Print Plotter Cut	NA		Simple Curves (2D Surfaces)	
VisiFlex™ V8000 Reflective Films	Prismatic Reflective	Striking and bold reflectivity for safety and emergency vehicles, or stylized vehicles needing extreme accents and flair. Durable for high visibility.	Permanent	Solvent and EcoSolvent, Latex, UV Print Plotter Cut	NA		Simple Curves (2D Surfaces)	
SignFlex™	Premium Cast Vinyl	This film has been developed especially to adhere to flexible substrates such as truck tarpaulins. You benefit from strong adhesion, conformability and flexibility, and the curtain will withstand being opened many times each day. Available in 6 colours to sign cut, it can help you personalize your trucks with branding or advertising messages	Permanent	Plotter Cut White film is printable on Latex, UV and Eco Solvent	SignFlex™ DOL	5 Yrs	Simple Curves (2D Surfaces)	
	6903 Screen White	Cast	Gloss White, petrol resistant, screen printable film designed especially for fuel tankers and petrol pump fuel dispensers	Repositionable, permanent, grey, acrylic based	Screen Printable	Over Coating	10 Yrs	Simple Curves (2D Surfaces)
	6943 Screen Transparent	Cast	Gloss transparent, petrol resistant, screen printable film designed especially for fuel tankers and petrol pump fuel dispensers	Repositionable, permanent, grey, acrylic based	Screen Printable	Over Coating	8 Yrs	Simple Curves (2D Surfaces)

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The Tools to get you started

Squeegee for every job:

A Squeegee is a necessary tool for all applications of self adhesive products. We offer a wide variety of Squeegees for different substrates, products and applications



Squeegee Pro, Rigid, Flexible and XL:

A great choice for vehicle wraps and day-to-day applications such as flat truck panels, the Squeegee Pro comes in various options from flexible to rigid to support you in delivering a flawless job



Squeegee Orange(flexible) & Red (rigid):

These squeegees offer form and flexibility and are an essential support in application of our Window film and Paint protection film portfolio



Squeegee Flextreme

The FlexTreme is a micro-squeegee specifically designed for vinyl graphics applications. The blue (harder) FlexTreme is designed to apply film at narrow curves and edges, to ensure seamless application. The red (softer) FlexTreme is an excellent tool for film application on narrow, concave parts

Liquids:

No matter which stage of application you are in - prior, during or after - With Avery Dennison liquids you always have the right support.



Surface Cleaner

The Surface Cleaner is a high-performance cleaner that enables you to remove all kinds of residue using one single product, including dirt, wax, tectyl, light silicone, cockpit sprays, and more



Adhesive remover:

The Adhesive Remover is a high performance cleaner designed to remove adhesive left on the substrate after removal of graphics



Edge Sealer:

Avery Dennison Edge Sealer is a colorless durable product, recommended to seal off the edges of a wrap in demanding environment like marine (above the waterline) or area with a high risk of chemical contamination.



SWC kit:

The Supreme Wrap Care sample kit contains smaller bottles of existing SWC Sealant, Cleaner and Power Cleaner products as well as a microfibre towel and a information card about the Supreme Wrap Care series

Other Tools:

Your skills combined with our high quality tools, help you to deliver the best results



Cutters and application knives:

The Cutter has a strong, durable metal casing that holds a 30°-angled blade securely, for accurate cutting



Snitty:

The Snitty is a mini-slitting tool, used for cutting self adhesive material. With the blade not exposed, cutting material from a roll is easy



Gloves:

The Application Glove is a soft, seamless cotton glove that helps smooth graphics over the application surface and into curves and recesses



Magnet:

The Magnets are a highly practical aid for holding and positioning graphics on a substrate. The strength of magnetic attraction is sufficient to replace masking tape



Application set:

The Application Set contains several useful tools, and is a great choice as a starter set

Case Studies

Helping Tropical Cheese Deliver Consistent Branding

When consistent graphics was a requirement for Tropical Cheese, a US based leading producers and distributors of dairy products, Team Avery Dennison along with their converters Printed Pixels, helped them achieve the desired results with a mix of offering. The solutions for the company has included wrapping trailers, trucks, vans, and small passenger vehicles; providing legal lettering for those vehicles; and producing in-store signage, such as refrigerator graphics, banners, and posters.

Fleet graphics with MPI 1105 film with DOL 1360Z overlaminates

Avery Dennison MPI 1105 is a next-generation digital cast film, combined with the DOL Z series overlaminates to provide reliable and durable performance for all vehicle and outdoor graphics needs. When asked why Printed Pixel chooses Avery Dennison Graphics Portfolio, they cite the ease of installation, color consistency and reproduction, and material durability and longevity.



Transporting Messages of Awareness for Charitable Initiatives

In the nonprofit world, informing the public about an organization is necessary to inspire donations and new volunteers, and this can be quite a feat. When Jim Barrett of Road Scholar Transport wanted to raise awareness of American Breast Cancer Foundation by wrapping his tractor trailer truck in pink, he decided to go for Avery Dennison® MPI 1105 Supercast Easy Apply™ RS. "MPI 1105 has looked great in printing and application on our regular Road Scholar trucks," says Barrett. "It was a natural progression for us to use the

film in supporting our Awareness Programs, which would require a suitable printed film."

Road Scholar has received widespread praise from people in all facets of its business, including employees, vendors and customers. "We don't only deliver freight," Barrett likes to say. "We deliver awareness."







Do you have a project in mind?

Send us your enquiries at: graphics.in@ap.averydennison.com

 @AveryDennisonAsia

 graphicsap.averydennison.com



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