

## PRODUCT DATA SHEET

# Avery Dennison® MPI™ 3151 Promotional Translucent White issued: 01/2018

### Introduction

Avery Dennison Multi Purpose Inkjet 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, clear acrylic based.  
Backing: kraft paper, 125g/m<sup>2</sup>.

### Conversion

Avery Dennison MPI 3151 is a multi-purpose vinyl, developed for use on various super wide format printers using solvent-, eco/mild solvent-, UV curable and latex inks.  
To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 3151 is recommended to be overlaminated with Avery Dennison DOL 3400 series.

### 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.

### Note

- For applications requiring high dimensional stability the MPI 2150 is advised.
- The durability of a printed image always depends on the toner/ink, film, used overlaminate, processing and exposure conditions.

**Physical properties**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
Caliper, facefilm	ISO 534	80 micron
Caliper, facefilm + adhesive	ISO 534	95 micron
Gloss	ISO 2813, 20°	15%
Dimensional stability	FINAT FTM 14	0.4 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	200 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	400 N/m
Flammability		self-extinguishing
Removability		up to 1 year*
<i>*Not when applied to: Nitrocellulose paints, ABS, Polystyrene, screen printing inks (fresh), certain types of PVC</i>		
Shelf life	Stored at 23°C/50-55% RH	2 years
Durability, unprinted	Vertical exposure	3 years

**Temperature range**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
Min. application temperature		≥+10°C
Service temperature		-50°C to +110°
Heat resistance	3 weeks exposure at 80 °C	No negative impact on film Performance

**NOTE:** Materials have to be properly dried before further processing, for example laminating, varnishing or application. The residual solvents could change the products' specific features.

For good print and converting result we recommend to let the rolls acclimatize in the print/lamination room at least 24h. before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.

Generally, constant material storage conditions of ideally 20°C (+/-2°C) /50% RH (+/- 5%), without too big climate deviations, will support a more robust and stable printing/converting process. For further details, please refer to TB 1.11.

**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**

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes.

All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

**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, for non-static applications (vehicles). Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of static signs facing south, west, or southwest, in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.