

EVERYWHERE
YOU LOOK

IDENTIFY

Turn brands' vision into reality

Discover a world where your brand is always in sight. Our advanced self-adhesive films ensure your message is seen—clearly, consistently, and everywhere.



IDENTIFY

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What it means

Every interaction is an opportunity for your brand to stand out. The Identify category helps transform surfaces into storytelling platforms—ensuring your brand identity is communicated with precision, style and purpose.

Why it matters

From city streets to storefronts, make your presence unmistakable. These long-term opaque and translucent films are designed to elevate your brand's visibility across every touch point and building lasting connections with your audience.



Explore our solutions for branding projects today:
graphics.averydennison.com/signage-identify



Opaque films

Robust visibility.

Vibrant impact.

Engineered for durability and aesthetic excellence, our opaque films are ideal for sign-cut branding across various surfaces—from smooth facades to complex curves.

Solutions include

– 900 Super Cast Series

Ultra-conformable, long-term cast film for the most demanding branding applications.

Explore more:



– 800 Premium Cast

Durable and conformable film designed for moderate curves and sign-cut detail.

Explore more:



– 777 Cast Film

Cost-effective cast film with a reduced carbon footprint thanks to its solvent-free adhesive.

Explore more:



– 700 Premium Film

Medium-life film ideal for daily sign-making across flat and slightly contoured surfaces.

Explore more:



Product	Technology	Durability	Adhesive	Conformability	Number of Colors	Easy Apply/Hi-Tack available	Color Match
700 Premium Film	Polymeric PVC 70 μ	B/W&T: 8 years Colors: 7 years Metallics: 5 years	Permanent	2D	100	Gloss ✓ Matt ✓	5000lm
777 Cast Film	Cast PVC 60 μ	B/W&T: 8 years Colors: 7 years Metallics: 5 years	iA Tech™ adhesive	2D+	90	Gloss ✗ Matt ✗	NA
800 Premium Cast	Cast PVC 50 μ	B/W&T: 10 years Colors: 8 years Metallics: 5 years	Permanent	3D	80	Gloss ✓ Matt ✓	500lm (1000 lm for Easy Apply, 1500lm for Hi-Tack)
900 Super Cast	Cast PVC 50 μ	B/W&T: 12 years Colors: 10 years Metallics: 6 years	Permanent	3D	70	Gloss ✓ Matt ✗	50lm (1000 lm for Easy Apply)

Translucent films

Brilliance that shines
from within.

Designed for illuminated signage and backlit applications, these films deliver color consistency, uniform light diffusion, and standout performance—day or night.

Solutions include

- **5600 LD Translucent Series**
Cast film tailored for LED light boxes—minimizing hot spots and maximizing brilliance.
- **5500 QM Translucent Series**
Highly durable and conformable for premium lighted sign projects.
- **4500 TF Translucent Film**
A cost-effective, calendered film balancing performance with affordability.



Explore more:



Explore more:



Explore more:



Complementary Solutions

- Illuminated series: diffuser films (30% / 60% light transmission)
- 5100 Series block-out films for full light control

Explore more:



Product	Technology	Durability	Liner	Number of Colors	Color Match (Minimum Order Quantity)
4500 TF	Translucent Polymeric PVC 80 μ	Up to 7 years	Kraft 135 gsm	38	2600 lm / 52 rolls
5500 QM	Translucent Cast PVC 50 μ	Up to 10 years	Kraft 135 gsm	65	50 lm / 1 roll
5600 LD	Translucent Cast PVC 70 μ	Up to 10 years	Kraft 135 gsm	14	50 lm / 2 rolls



Who we are

Imagine being able to transform any surface with powerful visual ideas and branding. Avery Dennison sets the industry standard in graphic design solutions worldwide. Business owners, architects and interior designers select Avery Dennison solutions to ensure the highest creativity and performance for their projects.

The path to a sustainable future

Within the graphics industry we aim to provide materials that are sustainable by design. By producing safer, recyclable, more durable materials, we can help our customers to design more circular end-products across a wide range of applications.

Connect with us

How can we help you to create more amazing and more sustainable projects? We welcome all your questions on our products, from selecting the right solution to application guidance and after care. For inspiration, subscribe to our social channels. We regularly share our latest innovations and show how our products are being used. We welcome your feedback on how we can improve our service.

Discover our Sign Cut portfolio:



Find more about our actions for the future:



Contact us for support or samples:



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#MakingPossible



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