

# Avery® MPI™ 2001

Issued: 02-04-2013

### Introduction

Avery MPI 2001 is a gloss white polymeric self-adhesive vinyl. It is suitable for use on a variety of super wide format inkjet and airbrush printers using solvent ink.

Because of the film's excellent dimensional stability during use and excellent removability, Avery MPI 2001 is highly recommended for a wide range of applications on flat and slightly curved substrates requiring easy and clean removal.

### Description

Film : 80 micron glossy white polymeric vinyl  
Adhesive : removable, acrylic based  
Backingpaper : two sides polyethylene coated kraft paper, 140 g/m<sup>2</sup>

### Conversion

Avery MPI 2001 is a multi-purpose vinyl, developed for use on various super wide format printers using solvent inks.

In Avery Technical Bulletin 5.15, printer compatibility details of Avery MPI media are listed.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 2001 is recommended to be overlaminated with Avery® DOL 2000 series laminate.

### Uses

A wide variety of applications, such as durable promotional and point of sale advertising, to flat or regular surfaces, requiring clean and easy removal.

- Vehicle graphics (flat and slightly curved surfaces).
- Interior & exterior signs.
- Window decoration.

### Features

- Excellent printability and handling on selected printers.
- Excellent durability and outdoor performance.
- Excellent dimensional stability.
- Easy and clean removal (up to 2 years).

## Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	80 micron
Caliper, facefilm + adhesive	ISO 534	120 micron
Dimensional stability	FINAT FTM 14	0.3 mm max
Adhesion, initial	FINAT FTM-1, stainless steel	240 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	300 N/m
Accelerated ageing	DIN 53387	No negative impact on film performance
Flammability	100 hours exposure	Self-extinguishing
Removability		up to 2 years*
*Not when applied to: Nitrocellulose paints, ABS, Polystyrene, certain types of PVC.		
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability, unprinted	Vertical exposure	7 years

## Temperature range

Features	Test method <sup>1</sup>	Results
Minimum application temperature:		≥ 10 °C
Service temperature:		- 40 °C to + 80 °C

**NOTE:** Materials have to be properly dried before further processing, like laminating, varnishing or application. The residual solvents can otherwise 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 24 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.

### Warranty

Avery® branded materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing. All Avery® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

### 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. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.