

Avery® MPI™ 2601 Wall Film

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Introduction

Avery **Multi Purpose Inkjet** vinyl 2601 Wall Film is a satin white polymeric calendered vinyl designed specifically for wall graphic applications where excellent dimensional stability after application, removability (up to 1 year) and excellent print quality are required.

Description

Film : 152 micron satin white polymeric calendered film
Adhesive : **removable** acrylic
Backingpaper : Two sided PE coated Staflat™ paper

Conversion

Avery MPI 2601 is a multi-purpose vinyl, developed for use on various super wide format printers using solvent, Eco/mild solvent and UV curable inks.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 2601 is recommended to be overlaminated with Avery® DOL 2000 series.

For an overview of recommended combinations of DOL films and media, please refer to "[Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media](#)".

As the material has a high caliper, it is important to validate before printing, whether the printer can handle the rolls.

Uses

- Internal wall graphics.
- Retail wall graphics.
- Wall decorations.
- Exhibition wall graphics.
- Internal window graphics.
- Indoor advertising.

Features

- Thick facefilm provides stability and reduces application time.
- Easy and clean removability with heat (up to 1 year) from smooth sound paint.
- Two sided PE coated StaFlat™ liner provides easy converting properties.
- Premium film with excellent printability across a wide range of technology and inks.
- Suitable for most walls, tested and recommended for use over many kinds of paints including high gloss, semi-gloss and satin paints
- Superior adhesive technology that meets the demanding requirements of most wall surfaces.

Consult Avery Technical Bulletin 5.8 for details of applying MPI 2601 Wall Film.

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	152 micron
Opacity	ISO 2471	99%
Dimensional stability	FINAT FTM 14	Good
Adhesion, initial	FINAT FTM-1, stainless steel	85 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	200 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Removability		up to 1 year*
Durability, unprinted	Vertical exposure	2 years

Temperature range

Features	Results
Minimum application temperature:	≥ 4 °C
Service temperature:	- 40 °C to + 100 °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.