

## Avery Dennison® 777 Cast Film

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### Introduction

Avery Dennison 777 Cast Films are a signmaker's everyday answer for all kinds of quality signage, indoors and outdoors – including applications over rivets and corrugations, and jobs requiring applied durability of up to 8 years\*.

Avery Dennison 777 Cast Films are available in a very extensive range of standard colors, including gloss, matt and metallic. All the colors are based on organic pigments, REACH compliant.

### Description

Facefilm: 60 micron cast vinyl  
Adhesive: permanent, acrylic based  
Backing paper: one side coated white kraft paper, 137 g/m<sup>2</sup>

### Conversion

Avery Dennison 777 Cast Film offers good weeding and cutting performance on a wide range of computer signmaking equipment. Avery Dennison 777 Cast Film can be thermal transfer printed.

### Features

- Very good conformability to rivets and corrugations.
- Very good layflatness and stability during cutting and weeding.
- Very good durability and outdoor performance\*\*.
- High gloss appearance.
- Outstanding choice of colours and finishes.
- Excellent dimensional stability during use and application.

Avery Dennison 777 Cast Film White and White Matt are manufactured on a blue contrast backing paper for ease of conversion.

### Recommendations for use

Avery Dennison 777 Cast Films offer a wide range of colours for:

- Graphics on rigid-sided vehicles.
- Graphics on boats and sport vehicles.
- Directional signage.
- Window graphics.
- Retail signage.
- Outdoor advertising.
- Point-of-sale and promotional uses.

\*Depending on the color, application and exposure conditions as further described in this Product data Sheet. Not applicable for horizontal use.

\*\*Under recommended use and exposure conditions. Not for horizontal use.

## PRODUCT CHARACTERISTICS

Avery® 777 Cast Film

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	60 micron
Caliper, facefilm + adhesive	ISO 534	85 micron
Gloss (except for matt)	ISO 2813, 20°	50%
Dimensional stability	DIN 30646	0.20 mm. max
Elongation at break	DIN 53445	120%
Adhesion, initial	FINAT FTM-1, stainless steel	400 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	600 N/m
Flammability		self-extinguishing
Accelerated ageing	SAE J 2527, 2000hr	No negative impact on film performance
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability <sup>2</sup>	Vertical exposure only, not for horizontal use	
Black & White		up to 8 years
All Colors & Transparent		up to 7 years
Metallic		up to 5 years

### Temperature range

Features	Results
Application temperature	Minimum: +10° C
Temperature range	-40° to + 110° C

### Chemical resistance

Features	Test method <sup>1</sup>	Results
Humidity resistance	200 hours exposure	No effect
Saltspray resistance	120 hours exposure	No effect
Water resistance	48 hours immersion	No effect

#### 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 or the price of the material will be refunded, at our option. Our aggregate liability to the purchaser shall in no circumstances exceed the purchase price of the materials shown to be defective. 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 and on vertical use only. 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.